40-126-R 36
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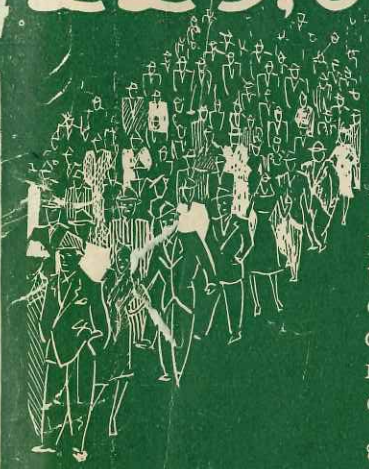
Display CATALOG

Received in Patent Office Dec 25 before 1940

Spring & Summer No 130

Are Your Displays RIGHT · To Appeal To This Crowd?

Approximately 225,000 Consumers



—each year pass the average central business location in a city of 10,000 population.

Are your window displays right?

Would you place the same displays before a crowd in your local theatre? The circulation value of window displays for retail merchants is greater than any other media available and results in direct sales.

[From page 34, "Window Display Circulation and Market Coverage"—a National Window Display Research made for the Advertising Research Foundation of Association of National Advertisers, Inc., American Association of Advertising Agencies. The survey cost $44,000, took 18 months. 16,578 retail window display spaces were completely analyzed and individual movements of two million persons were observed and recorded.]

- DISPLAY
- FIXTURES
- PAPERS
- LETTERS
- MATERIALS
- BACKGROUNDS
- FLOWERS
- GADGETS
- HEADS
- FORMS

BELIEVE IT OR NOT!

Consumers themselves tell how much more goods they buy, because

"I saw it. It was on display."

In a recent extensive survey made by E. I. Du Pont de Nemours & Company, Inc., actual purchases in a typical retail store were observed and recorded. On leaving the store the customer was shown the list and questioned. It was found that:

75% bought one or more items on impulse.

42% of ALL purchases made were bought on impulse.

75% stated that DISPLAY influenced them to make this 42% additional purchase.

Result—Display is directly responsible for 75% of 42% or 31.50%—nearly one-third of ALL goods purchased. *Good Display makes people buy half again as much as they planned.*

SPEND AT LEAST 1% OF YOUR TOTAL SALES FOR DISPLAY

Check Your Window Circulation Value With This Chart

POPULATION	WEEKLY CIRCULATION	YEARLY CIRCULATION
3,000	2,618	136,136
5,000	2,912	151,424
7,000	3,059	159,068
10,000	4,375	227,500
15,000	4,550	236,600
25,000	7,287	378,924
35,000	8,750	445,000
50,000	9,730	505,960
60,000	10,500	546,000
75,000	11,935	620,620
100,000	12,880	669,760

In a town of 3,000 population the daily circulation value of your window displays is usually greater than the seating capacity of your largest theatre. Step up your displays to appeal to the crowd!

GARRISON-WAGNER Co.

Manufacturers · Importers · Distributors

7 LOCUST ST. LOUIS, MO.

No. AR-25—French
No. AR-25½—Nap
eauty No. AR-26—Nation
n No. AR-30—Canar
No. AR-32—Golde
-96 Gold are furnished in rolls 30 i
Complete $2.00

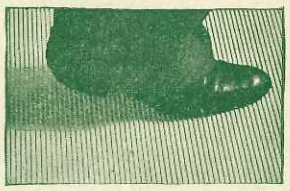
Hi-Wide and Beautiful

72-in. NU-TRIM

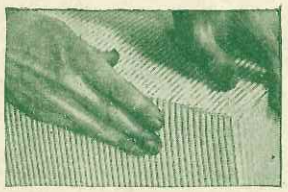
The Man-Sized Corrugated

The New "Sales Winning" Display Corrugated In 72-inch Widths

Now, for the first time, display men and advertisers have a Bond Corrugated paper in full 72-inch width. In planning your Seasonable Displays, be sure to include NU-TRIM. It is the only Corrugated with these three outstanding features:



1 NON-CRUSHABLE—Embossed for flooring, in windows, cases and on counters, NU-TRIM gives a perfect background. Walk on it—set things on it—its patented cushion feature prevents crushing and always retains its original beauty.



2 FLEXIBILITY—Rigid enough for columns, wall coverings or panels, yet flexible. Can be bent, creased or folded—the perfect covering for plateaus and shelves. Wraps around corners and over sharp edges without breaking.

3 HI-WIDE 72-INCH WIDTH—NU-TRIM has that extra value of a full 72-inch width. Use it for high backgrounds to eliminate piecing and for full columns and pedestals. A full range of beautiful colors in High Fade-Test and Rub-Proof papers. NU-TRIM colors are not calendar stained or dyed, but made in the paper to insure permanency.

This complete line of BOND and METALLIC NU-TRIM offers new fields for the use of corrugated in windows or for interior decorating. SEND FOR FREE COLOR BOOK.

Rolls 25 feet long by 72 inches wide (150 square feet)

COLORS:

No. NB-101—White	No. NB-109—Emerald Green	No. NB-114—Flame
No. NB-106—Napoleon Blue	No. NB-111—Canary Yellow	No. NB-115—Antique Ivory
No. NB-107—National Blue	No. NB-112—Goldenrod	No. NB-116—Apricot
No. NB-108—Nile Green		

1 to 9 rolls. Per roll $4.50

10 to 24 rolls. Per roll.....**$4.25** 25 to 49 rolls. Per roll.....**$4.00**

Nu-Trim Bond is also available in 30, 48 and 60-inch widths.

METALLIC NU-TRIM

New Sparkle and Beauty for Your Displays

Like thousands of tiny mirrors, its metallic crystal surface will reflect the brightness of your Easter and Spring Displays. Use it for that particular display job—a job that requires a new unusual material. 5 colors and gold in 25-in. widths, silver in 48 and 24-in. widths. Colors: MN-203 Red, MN-204 Green, MN-205 Blue, MN-206 Spring Green and MN-207 Purple.

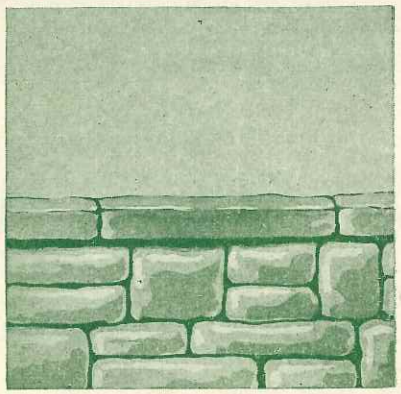
Price Per Roll

Gold and Colors,	25 in. x 25 ft.	Per $3.50
Silver,	24 in. x 25 ft.	P 3.00
Silver,	48 in. x 25 ft.	 6

GARDEN FENCE
No. GFS-39—Size: 48 in. high x 12 ft. long

This Garden Fence depicts a peaceful springtime scene. Its striking color combination of red hollyhocks, green foliage and the white fence against the sky of blue Reditrim corrugated will lend itself as a display background in any type of store. It is excellent for balcony and ledge trims throughout the store. Per roll..... **$3.25**

DOGWOOD
No. DWS-39—Size: 48 in. high x 12 ft. long
An all-over design of Dogwood in four beautiful Spring shades — white blossoms with branches of light and dark brown against a background of Spring Green Reditrim corrugated. This design bespeaks the very spirit of Springtime and makes a very colorful setting for windows and showcases. Per roll..... **$3.25**



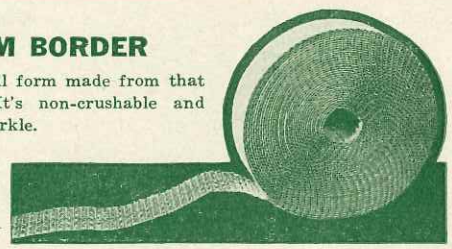
STONE WALL
No. SWS 39—Size: 48 in. high x 12 ft. long
This realistic stone wall, in two shades of gray against a sky-blue Reditrim corrugated background, offers unlimited possibilities to enhance the beauty of any type of merchandise. Ideal for interior wall coverings.
Per roll..... **$3.25**

METALLIC NU-TRIM BORDER

Here is an economical moulding in roll form made from that unusual new Metallic NU-TRIM. It's non-crushable and will always keep a bright shiny sparkle.

Price for 100-foot Rolls

¾" width. Per roll.....**$0.75**
1½" width. Per roll..... **1.00**
Available—Silver, Gold, Red, Emerald Green, Dark Blue and Spring Green.



Also CORRODEK—72-inch

REGULAR CORRUGATED NOT EMBOSSED

Rolls 25 feet long by 72 inches wide (150 square feet).

Corrodek Bond is made in the same width as Nu-Trim but does not have the embossed surface.

COLORS:

No. BC-401—White	No. BC-408—Nile Green	No. BC-414—Flame
No. BC-406—Napoleon Blue	No. BC-409—Emerald Green	No. BC-415—Antique
No. BC-407—National Blue	No. BC-411—Canary Yellow	No. BC-416—Apricot
	No. BC-412—Goldenrod	

1 to 9 rolls. Per roll..**$4.50** 10 to 24 rolls. Per roll **$4.25** 25 to 49 rolls. Per roll..**$4.00**

Any Color or Assorted Colors

ECONOMY ROLLS OF CORRODEK

e feet). Per roll.....**$13.50**

F. O. B. Massachusetts Factory.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

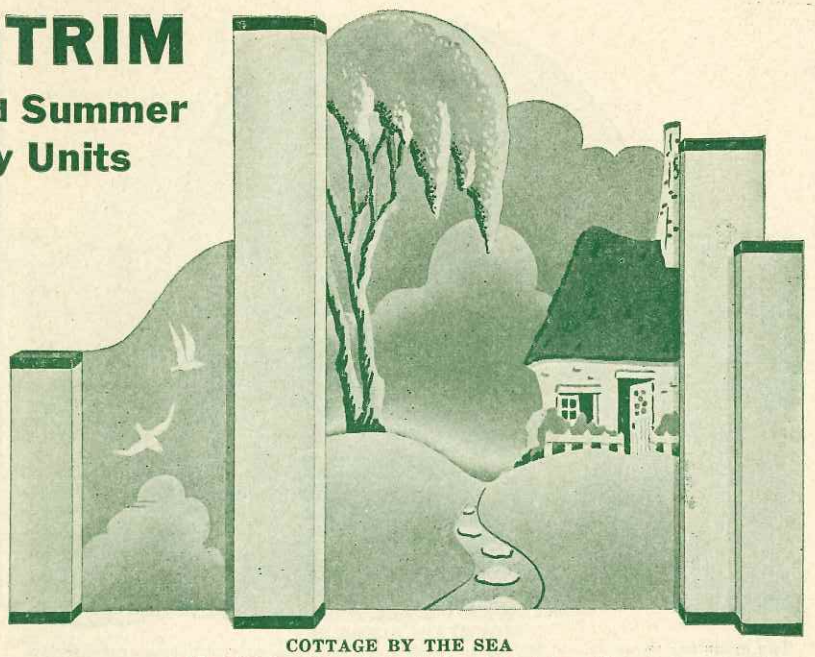
REDI-TRIM

Spring and Summer Display Units

SCOTTY UNIT

No. SUS-39—Size: 60 in. high x 6 ft. 6 in. wide

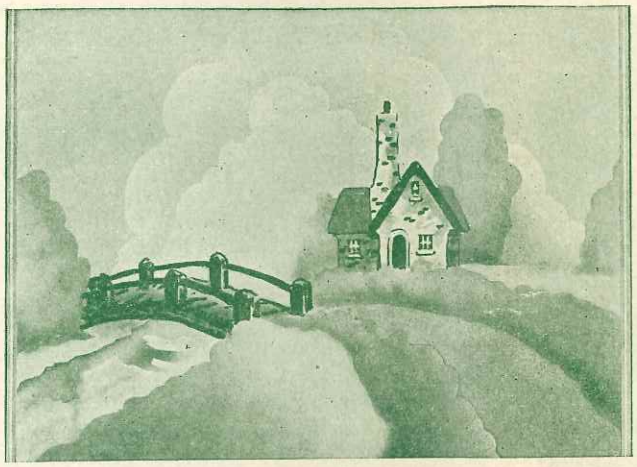
An expertly air-brushed display background that has eye-appeal. The striking color combination of Sand, Light Green, Jade Green, Red and White, against a sky-blue corrugated background, is sure to register!
Packed complete in a strong corrugated shipping container. Each..... **$6.90**



COTTAGE BY THE SEA

No. CSS-39—Size: 60 in. high x 6 ft. 6 in. wide

As refreshing as the scene implies, the white cottage with its red roof, spacious lawn and tree, with a pathway leading to greater sales, is smartly air-brushed in six striking hues on Reditrim corrugated.
Packed complete in a strong corrugated container. Each..... **$6.90**



OLD MILL STREAM

←— **No. OMS-39**

Size: 48 in. high x 60 in. wide

Air-brushed in four shades of green, red, brown and white on Reditrim corrugated, this panel is attention-compelling wherever used.
Complete with Redi-Tubes..... **$3.95**

SUMMER SCENE

No. SSS-39—Size: 30 in. wide x 72 in. long

Serenely beautiful — artistically colorful in White, Red, Yellow, Blue, Pink and Pea Green. Reditrim corrugated. Complete with Redi-Tubes, each.... **$3.00**

ACME REDI-TRIM CORRUGATED PAPERS

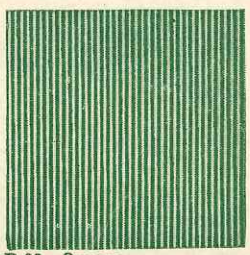
Redi-Trim Construction—Redi-trim is made of the finest quality, extra weight, sulphite paper stock, hence is stronger and more durable than ordinary corrugated papers.

Redi-Trim Colors—Only the highest quality dyes are used and the exclusive dyeing process insures brilliancy and consistent uniformity of color.

Redi-Trim Adaptability—Extra rigidity without loss of flexibility! Easy to follow guide lines on the backing sheet. Can be cut or scored with safety.

The extra heavy backing sheet on Acme Redi-Trim is guaranteed not to separate from the corrugated surface. Bond Finish in rolls 60 in. wide by 20 ft. long (100 square feet). **$2.50**

1 to 3 rolls.	Per roll.....	25 to 49 rolls.	Per roll..... **$2.25**
4 to 9 rolls.	Per roll..... **$2.45**	50 rolls and over.	Per roll... **2.00**
10 to 24 rolls.	Per roll..... **2.40**		

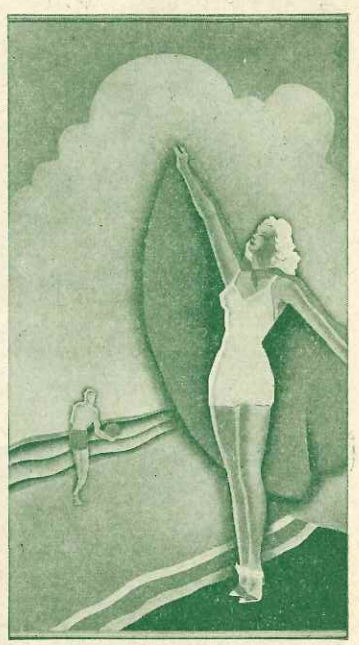


No. AR- 1—White	No. AR-17—Nile Green	No. AR-33—Orange
No. AR- 2—Gray	No. AR-18—Jade Green	No. AR-35—Sand
No. AR- 3—Black	No. AR-19—Emerald Green	No. AR-36—Med. Brown
No. AR- 6—Violet	No. AR-24—Copenhagen Blue	No. AR-37—Dark Brown
No. AR- 7—Purple	No. AR-25—French Blue	No. AR-40—Scarlet
No. AR- 9—Pink	No. AR-25½—Napoleon Blue	No. AR-41—Flame
No. AR-11—American Beauty	No. AR-26—National Blue	No. AR-44—Apricot
No. AR-15—Spring Green	No. AR-30—Canary Yellow	No. AR-45—Antique Ivory
No. AR-16—Apple Green	No. AR-32—Golden Yellow	

No. AR-95 Silver and **No. AR-96 Gold** are furnished in rolls 30 in. wide and 20 ft. long (50 square feet). Per roll..... **$2.00**

ACME GUMMED MOULDING
(Embossed)

A new brilliant metallic paper moulding. A real display necessity. Beautifully embossed in a crepe design. Very effectively used to cover seams. Also used as a border or binding. Can also be applied to form various letters, numerals or decorative designs. Easy to apply, simply moisten and stick on. Available in six (6) vivid colors — Red, Green, Blue, Silver, Copper and Gold. Individually wrapped in rolls. 1 in. wide x 100 ft. long. Per roll..... **75¢**
2 in. wide by 100 ft. Per roll..... **$1.50**



BEACH SCENE

No. BSS-39

Size 30 in. wide x 72 in. long

Add live and zest to your displays this summer. This seaside scene, air-brushed in five gorgeous tones of Red, Blue, White and Sand on Reditrim corrugated, will certainly step up the sales of your bathing accessories. Also ideal for "vacation needs" displays.
Complete with Redi-Tubes.. **$3.00**

MOUNTAIN SCENE SET

The mountain vacationland portrayed by this set will give your windows and interiors a real stimulus for the sale of summer and vacation merchandise. This outstanding design is done in light green, dark green, brown and peach on light blue Tone-Craft. The two side units are separate parts, making a very adaptable type of display set. The improved type of simplified construction allows easy and rapid assembling.

No. DS-124—Mountain Scene Display Set. Overall size, assembled, 5 ft. high by 7 ft. wide. One complete set with instruction sheet. Price..... **$6.75**

COUNTRY CLUB PANEL

All the outstanding forms of activities related to spring and summer merchandise are carefully combined in this attention-getting display aid. The elements portrayed have a real interest for every one. Pleasingly done in light yellow, white, green, blue and red on Tone-Craft.

No. DM-149-M—Country Club Panel. Size 40 in. high by 7 ft. long. Packaged 1 panel in a corrugated carton. Price, per carton..... **$3.25**

No. DM-49-M—Country Club Panel. Same as 149-M, except packaged 3 panels in a corrugated carton. Price, per carton..... **$8.25**

EASTER SCROLL SET

An outstanding display item in that it combines a colorful, attractive design with a new display effect. The Tone-Craft panel is supported by a large easel, and forms a large scroll. Very easily set up to form a display piece which may be installed anywhere in your windows or interior without tacking or trimming. Done in white, yellow and light green on purple Tone-Craft (white corrugated backing).

No. DE-123—Easter Scroll Set. Size 40 in. wide by 47 in. high when assembled. Complete with supporting easel and instruction sheet in corrugated carton. Price, per set..... **$3.45**

DIVING GIRL PANEL

This well-designed, six-color panel is an ideal window or interior display help in the sale of vacation and summer merchandise. Done in white, light yellow, light orange, flesh and green on light blue Tone-Craft.

No. DM-150-M—Diving Girl Panel. Size 40 in. wide by 72 in. high. Per panel..... **$3.25**

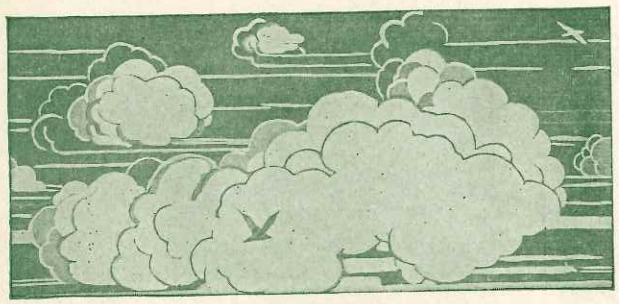
No. DM-50-M—Diving Girl Panel. Same as 150-M, except packaged 3 panels in a corrugated carton. Per carton..... **$8.25**

WORLD'S FAIR PANEL

Reflecting the color and life of the World's Fair, this panel offers you a display motif in stride with the outstanding event of 1939. Reproduced in the approved Fair colors—blue, white and gold on orange Tone-Craft.

No. DM-151-M—World's Fair Panel. Size 40 in. wide by 72 in. high. Per panel..... **$3.25**

No. DM-51-M—World's Fair Panel. Same as 151-M, except packaged 3 panels in a corrugated carton. Per carton..... **$8.25**



CLOUDS DESIGN-CRAFT

The fleecy white clouds, tinted with shell pink, stand out against a pale blue sky. The continuous design permits the use of long lengths.

No. DM-102-M—Individual Horizontal Panel. 40 in. x 84 in. Each..... **$2.45**

No. DM-42-M—Roll 40 in. x 28 ft. (4 complete panels)..... **$4.95**

Design-Craft Die-Cut Lattice

Precisely cut and furnished in convenient roll length, this lattice represents an all-around utility material for spring and summer displays. It may be used in single or double strips vertically and horizontally in windows, or it may be used on ledges, around pillars, and as a general trim in store interiors. Excellent as the basis for flower effects. A display material which fits in nicely with the requirement of what to do for that "finishing touch." Each roll 12 in. wide by 20 ft. long, die-cut from green Tone-Craft. Has smooth green facing with white corrugated backing.

No. DM-32-M—Lattice. Packaged two rolls to corrugated carton. Carton of 2 rolls... **$2.50**

SPRING FLOWER VALANCE

A delightful design combination of tulips and jonquils, printed in pink, yellow, green and purple on a white background of Tone-Craft. The upper edge is scalloped in a manner which harmonizes with the lower portion of the design. Rolls 13 in. wide x 25 ft. long. Price, per roll..... **$1.95**

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

PLAN-A-TRIM Corrugated

The Popular Corrugated Surface Decorating Material

Plan-A-Trim is available in a wide variety of distinctive and popular colors, ranging from white and pastel shades to the metallic golds and silvers.

Plan-A-Trim helps you to plan your window trim. Convenient guide lines on the backing sheet of every roll eliminate any necessity for measuring instruments and make accurate cutting and scoring easy. Cuts evenly and cleanly, leaving no frayed or fuzzy edges. Also on the backing sheet are plans (fully explained, illustrated and dimensioned) for a wide variety of pedestals, plateaus, backgrounds, appliques, etc.

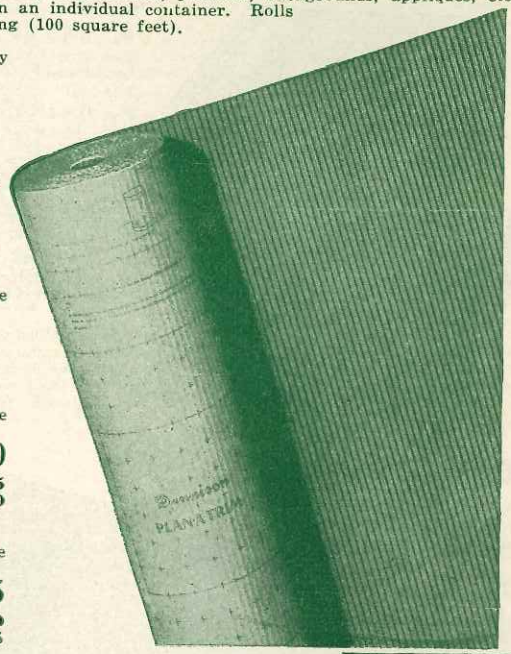
Each roll comes packed in an individual container. Rolls 60 inches wide by 20 feet long (100 square feet).

No. DM-600-M—White
No. DM-603-M—Antique Ivory
No. DM-605-M—Gray
No. DM-608-M—Black
No. DM-610-M—Orchid
No. DM-615-M—Violet
No. DM-618-M—Fuchsia
No. DM-624-M—Light Blue
No. DM-627-M—French Blue
No. DM-628-M—Blue
No. DM-631-M—Nile Green
No. DM-635-M—Green
No. DM-639-M—Grass Green
No. DM-641-M—Primrose
No. DM-642-M—Yellow
No. DM-645-M—Light Orange
No. DM-646-M—Orange
No. DM-652-M—Red
No. DM-665-M—Pink
No. DM-681-M—Apricot
No. DM-683-M—Sand
No. DM-685-M—Rust
No. DM-689-M—Van Dyke Brown

1 to 3 rolls. Per roll..... **$2.50**
4 to 9 rolls. Per roll. **$2.45**
10 to 24 rolls. Per roll. **2.40**

No. DM-690-M—Gold
No. DM-695-M—Silver
Silver and Gold, 30 in. wide by 20 ft.

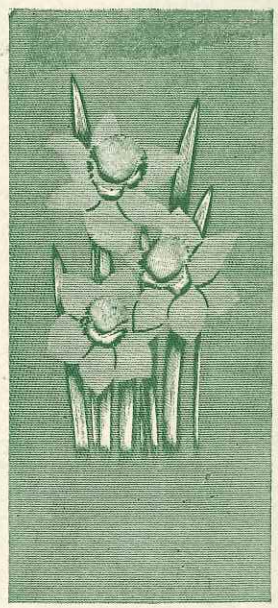
1 to 3 rolls. Per roll..... **$3.75**
4 to 9 rolls. Per roll. **$3.50**
10 to 24 rolls. Per roll. **3.35**



EASTER LILY PANEL

Delicately air-brushed on Plan-A-Trim (corrugated surface), this design pleasingly denotes the spirit of Easter and spring. In keeping with the vogue for giant flowers, it may be used in window and interior displays with a smart effectiveness. It is done in white, yellow, green on orchid.

No. DE-119-M—Easter Lily Panel. Size 30" wide by 72"high. Panel.. **$2.25**



JONQUIL PANEL

To create a radiant spring atmosphere, use this most attractive panel and the Easter Lily panel in your displays for the approaching season. They are adaptable to usage with all types of merchandise. The Jonquil panel is air-brushed in yellow, orange and green on Nile green Plan-A-Trim.

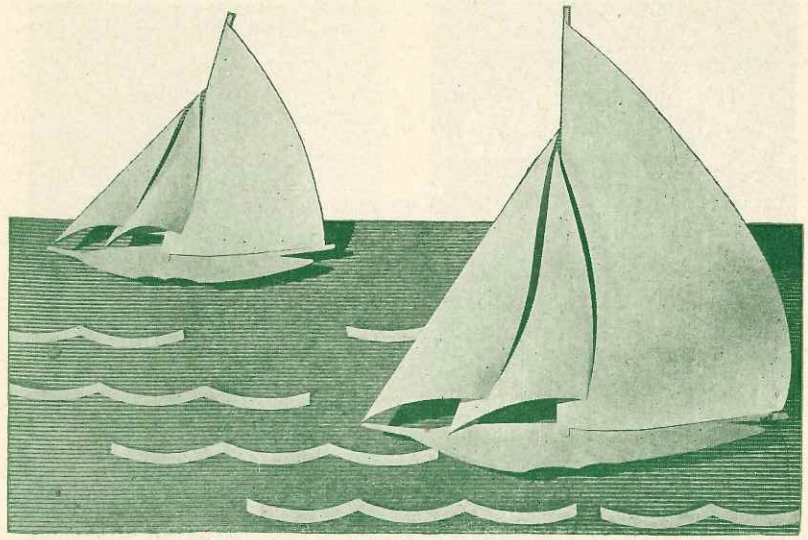
No. DE-124-M—Jonquil Panel. Size 30" wide by 72" high. Per panel.... **$2.25**

DESIGN-CRAFT BATHING GIRL PANEL

The color, life and action in this beautiful vertical panel will attract much attention wherever it is used. In light blue, blue, sand, brown and white it is ideal for a summer window and just the thing for wall treatments and interior displays.

No. DM-101-M—Bathing Girl Panel, 40 in. x 84 in. Each..... **$2.45**

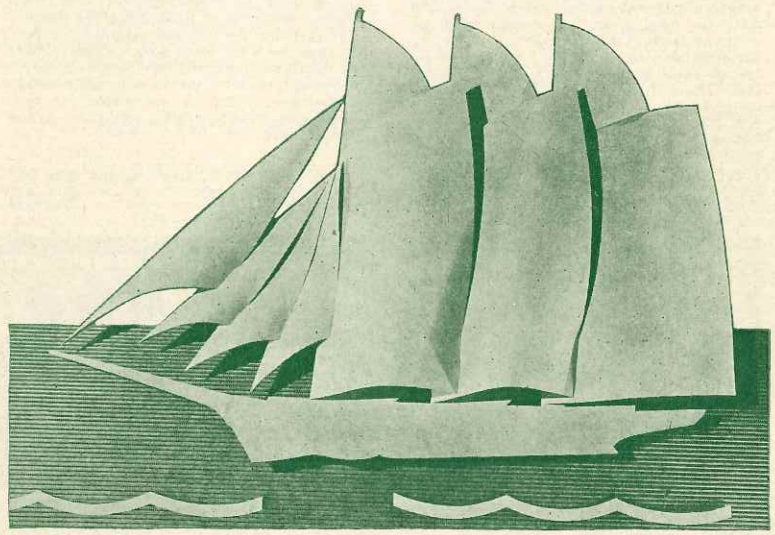
No. DM-41-M—Four individual Bathing Girl Panels, each 40 in. x 84 in. Per set of 4..... **$6.45**



RACING SLOOPS DISPLAY CUT-OUTS

The striking beauty of these cut-outs is heightened by the unique third-dimensional effect. All white, they stand out most attractively against backgrounds of various hues. Each boat is a unit in itself, which may be fastened to the background with one or two tacks, the sails then being furled into place by inserting the end tabs in slots provided. The two racing sloops may be used most attractively in many ways, either as panel subjects in windows or for mass effects in store interiors. A series or sloops on the upper portion of the wall around the entire store, or department interior, gives most attractive results.

No. DE-117—Racing Sloops. Large sloop 31" high, small sloop 20" high. Packaged two sloops with six strips of waves to package. Per package..... **$2.25**



THREE-MASTED SCHOONER DISPLAY CUT-OUT

This proud beauty of the seas will lend a truly dramatic touch to your displays. As a central subject, it is highly effective in smartness and prestige value. The backing is of heavy board to which the sails of crisp white stock are stapled. It is installed in a very few minutes, the only means necessary being two or three tacks and a tack hammer. Used in conjunction with the racing sloops, splendid nautical effects are obtainable.

No. DE-116—Three-Masted Schooner. Overall size, 38" wide by 29" high. One schooner with three strips of cut-out waves to a package. Each..... **$2.25**

DESIGN-CRAFT DIE-CUT WAVES

Die-cut in continuous rolls from turquoise Tone-Craft (white corrugated backing), the waves are ideal as a trim or accessory material for a nautical effect. Dress up your ledges, posts and other interior spots to good advantage with this material. In windows it gives splendid effects as a base or valance.

No. DM-34-M—Waves. Roll size 10" wide by 20' long, packaged two rolls to corrugated carton. Price, per carton of 2 rolls..... **$2.25**

DESIGN-CRAFT POLAR BEAR PANEL

During hot summer days this panel will help instill a refreshingly cool note in your displays. In addition to usage where a general cool motif is desired, it may be used most effectively with or without individual treatment to feature air-conditioning, August fur sales, electrical cooling equipment, cool drinks, etc. Done in white and cold green-blue on light blue Tone-Craft.

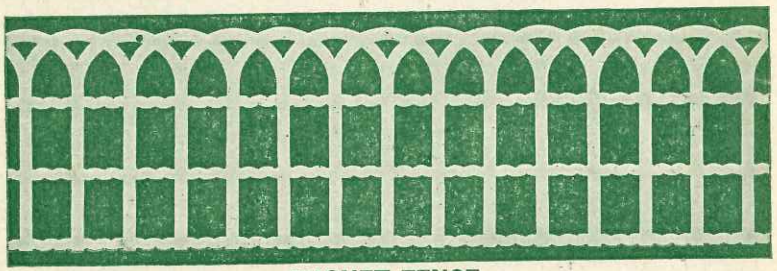
No. DM-112-M—Polar Bear Panel. Size 40" wide by 72" high. Each **$2.75**

No. DS-12-M—Polar Bear Panels. Packaged three panels to corrugated carton. Per carton..... **$7.35**

DESIGN-CRAFT GOLFER PANEL

The life and action of this panel, combined with the pleasingly soft art treatment, render it a most effective display aid for the spring and summer season. It may be used with great effectiveness in displays featuring all types of men's apparel, sporting goods, etc. This highly attractive design is processed in tan, buff and dark green on nile green Tone-Craft.

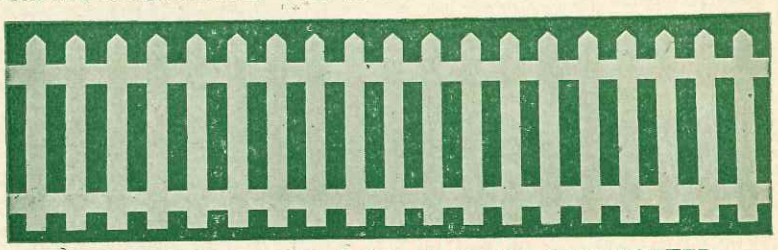
No. DM-117-M—Golfer Panel. Size 40" wide by 72" high. Each **$2.45**



WICKET FENCE

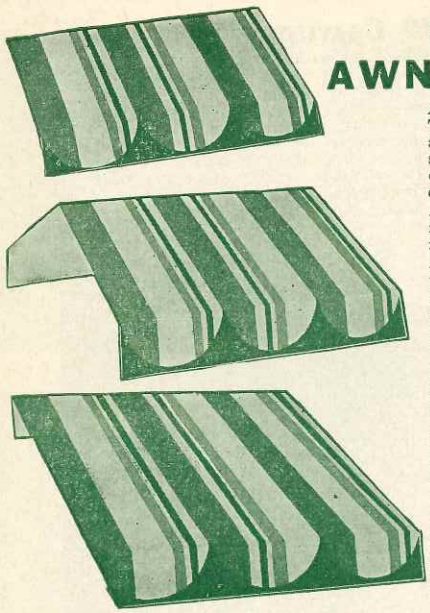
An extremely useful item for a finishing touch to window backgrounds, ledges, pillars, showcases, and all the display spots throughout the store. A clean-cut, easily used material for your spring and summer display settings. Die-cut of crisp flat stock; white on both sides.

No. DM-46-M—Wicket Fence. Roll size 17 in. wide by 20 ft. long. Packaged 1 roll in a corrugated carton. Price, per carton..... **$2.25**



WHITE PICKET FENCE DESIGN-CRAFT CORRUGATED

No. DM-23-M—A white picket fence made of Design-Craft. It is 20 in. high and comes in 20-ft. rolls. May be used as a base treatment for window foregrounds and backgrounds; curled in a circle or formed in various patterns for a center-piece enclosure; with the points cut off to form a lattice. An ideal display accessory. Per roll... **$2.50**



STRIKING, NEW AWNING VALANCES

A brand new treatment in awning valances. This valance comes in two color schemes and two widths, 20 in. and 40 in., and is scored for easy folding of the scalloped edge. A scored flap may be folded over to conceal tacking.

No. DM-8-M—40 in. wide x 20 ft. long. Red, black and yellow stripes on white background. Per roll..... **$3.75**

No. DM-21-M—20 in. wide x 20 ft. long. Red, black and yellow stripes on white background. Per roll **$2.75**

No. DM-7-M—40 in. wide x 20 ft. long. Stripes in black and two shades of green on primrose background. Per roll..... **$3.75**

No. DM-22-M—20 in. wide x 20 ft. long. Stripes in black and two shades of green on primrose background. Per roll **$2.75**

The top illustration shows a section of the 20-inch valance. The center illustration shows the 40-inch valance folded to form a canopy, and the bottom illustration is of the 40-inch awning used as a regular valance.

NOVO-CRAFT

NOVO-CRAFT comes in true reproductions of a natural wood and cork and marble mounted on a strong corrugated back. These four designs are exceptionally smart and adapted to a wide variety of window displays. NOVO-CRAFT can be used as a flooring, background and for making pedestals, panels and display elevations. The surface is not easily marred—it may even be walked on without ruining its appearance—and it is easily dusted and cleaned.

No. DM-19-M
Green Marble Novo-Craft

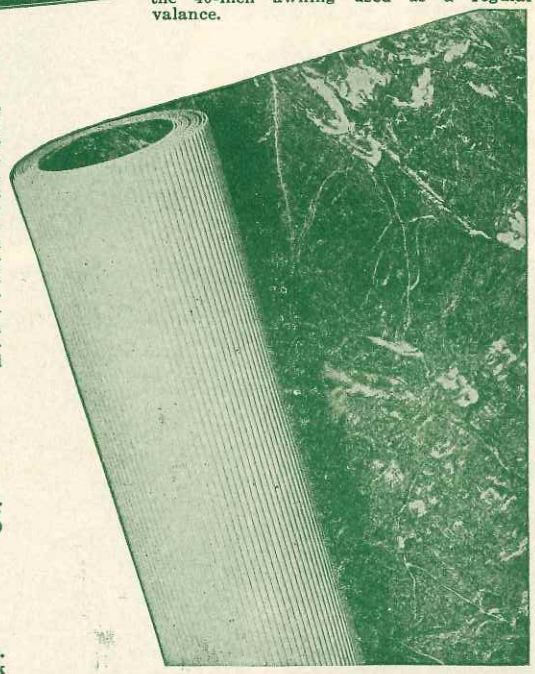
No. DM-18-M
Gray Marble Novo-Craft

Gray or Green Marble, 40 in. wide by 20 ft. to roll. Per roll..... **$3.55**

No. DM-20-M
Wood Novo-Craft

No. DM-10-M
Cork Novo-Craft

In rolls 25 in. wide by 20 ft. long (41 square ft.). Cork or Wood. Per roll..... **$2.55**



FLAT SURFACE PAPERS

Without Corrugated Backing

Attractive surface papers of realistic and unusual appearances. Without corrugated backing.

No. DS-10—Cork Surface Paper.

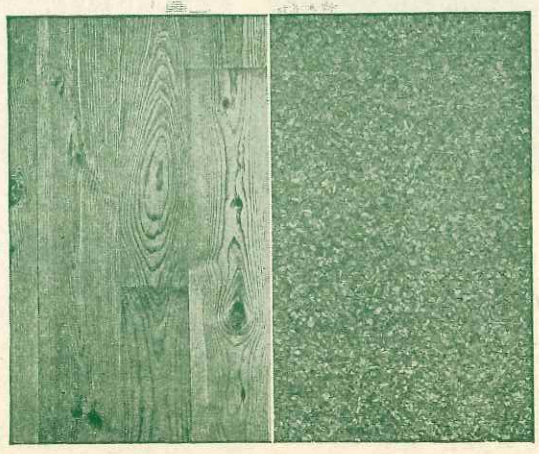
No. DS-20—Wood Surface Paper.

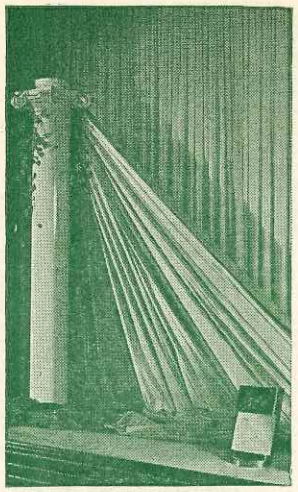
Rolls 25 in. wide by 25 ft. long. Per roll. **$1.55**

No. DS-19—Green Marble Surface Paper.

No. DS-18—Gray Marble Surface Paper.

Rolls 40 in. wide by 25 ft. long. Per roll. **$1.55**





LUSTR-WEAV

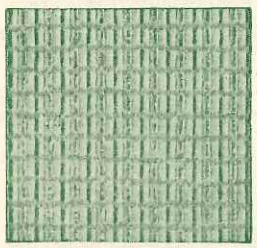
The illustration at the left shows just some of the smart new draping effects readily achieved with the soft and lustrous material LUSTR-WEAV. Here are vertical pleated panels, Victorian drapes, puffings; all indistinguishable from the most expensive fabrics—yet costing only a fraction as much.

LUSTR-WEAV is a beautiful new draping material with rich, lustrous sheen. It looks like the most expensive of decorative fabrics; it handles very easily, and is unrivaled as a smart, practical material for both window and interior display.

LUSTR-WEAV is made by an entirely new process and is not to be confused with crepe paper. It is handled like a fabric and is not to be stretched. Displays installed with it will not sag or droop in damp or rainy weather. LUSTR-WEAV is available in three popular metallics—gold, silver and copper and solid colors and pastels.

No. DM-95—Silver Metallic. In rolls 30 in. wide by 12 yds. long. Per roll..... **$2.50**

No. DM-92—Copper Metallic—Roll 30 in. wide by 12 yds. long. Per roll..... **$3.00**



SILK FINISH PASTEL COLORS

No. DM-200—White	**No. DM-231—Nile Green**
No. DM-212—Lilac	**No. DM-242—Yellow**
No. DM-224—Light Blue	**No. DM-266—Pink**

In rolls 30 in. wide by 12 yds. long. Per roll..... **$1.50**

Each roll Cellophane wrapped.

FOUR BRILLIANT COLORS

No. DM-108—Black	**No. DM-142—Yellow**
No. DM-128—Blue	**No. DM-146—Orange**

In rolls 30 in. wide by 12 yds. long. Per roll..... **$1.50**

LUSTR-CRAFT

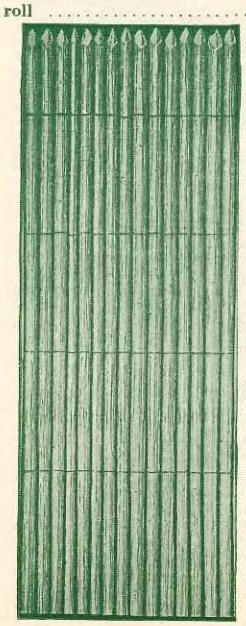
LUSTR-CRAFT, a rich, brilliant, metallic surface, mounted on a strong, corrugated back, is available in three metallic effects—gold, silver and copper—and three new solid colors—blue, green and red. It is ideal for pedestals, columns, display stands and for unusual color schemes.

LUSTR-CRAFT comes in rolls 30 in. wide by 20 ft. long (50 square ft.). Bright metallic embossed finish.

No. DM-795-M—Silver. Per roll..... **$3.25**

DM-790-M—Gold **DM-752-M—Red**
DM-792-M—Copper **DM-728-M—Blue**
DM-735-M—Green

Per roll..... **$3.25**



BRICK DESIGN-CRAFT

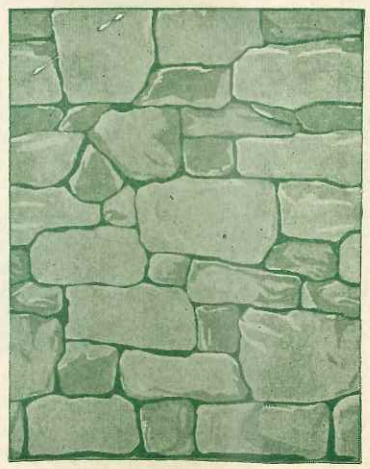
No. DM-64-M—Pastel Brick. Size 60 in. wide by 20 ft. long. Light buff and beige with white mortar. Per roll..... **$4.00**

No. DM-62-M—Red Brick. Size 60 in. wide by 20 ft. long. Two shades of red on white. Per roll..... **$4.00**

DESIGN-CRAFT SPLIT CHESTNUT FENCE

Merchandise ranging from the smartest apparel to garden implements may be set off to great advantage with this strikingly realistic background. Used vertically, with the printed points cut off or concealed, it gives a very pleasing variation of a blind. Printed in light and dark brown on sand Tone-Craft.

No. DM-61-M—Split Chestnut Fence. Roll size 60" high by 20' long. Each.. **$4.95**



STONEWALL DESIGN-CRAFT

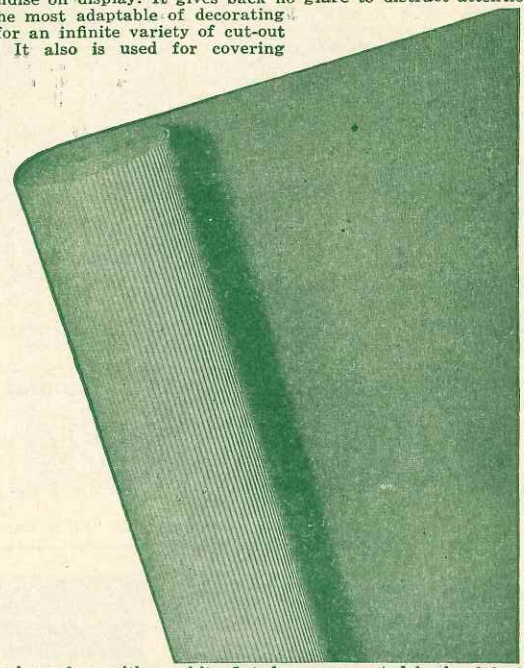
No. DM-40-M—The arrangement and colors are particularly realistic. Printed in four colors on a rose grey background of Tone-Craft. Comes in rolls 40 in. x 30 ft. long. Per roll..... **$4.95**

TONE-CRAFT

TONE-CRAFT has an entirely new texture and a depth of color that makes it an outstanding contribution to modern decorative treatment. Its very newness gives it remarkable attention-value. At a normal viewing distance, it has a soft, cloth-like appearance which distinctly flatters the merchandise on display. It gives back no glare to distract attention.

TONE-CRAFT is one of the most adaptable of decorating materials, and may be used for an infinite variety of cut-out panels and display stands. It also is used for covering entire backgrounds.

TONE-CRAFT has a heavy, two-toned rough surface with a white corrugated backing. Rolls are 40 inches wide and 30 feet long (100 square feet).



No.
DM-500-M—White
DM-505-M—Gray
DM-508-M—Black
DM-510-M—Orchid
DM-514-M—Purple
DM-519-M—Dubonnet
DM-524-M—Light Blue
DM-526-M—Turquoise
DM-527-M—French Blue
DM-528-M—Blue
DM-530-M—Spring Green
DM-531-M—Nile Green
DM-535-M—Green
DM-541-M—Primrose
DM-542-M—Yellow
DM-543-M—Light Amber
DM-545-M—Light Orange
DM-546-M—Orange
DM-552-M—Red
DM-565-M—Pink
DM-569-M—American Beauty
DM-581-M—Apricot
DM-583-M—Sand
DM-585-M—Rust
DM-587-M—Brown
DM-589-M—Van Dyke

Has a heavy, two-toned rough surface with a white fluted or corrugated backing. Rolls are 40 in. wide, 30 ft. long (100 square ft.). All colors. Per roll..... **$3.10**

No. DM-595-M—Silver Bronze. **No. DM-590-M—Gold Bronze.** Rolls 40 in. wide by 30 ft. long (100 square feet). Per roll..... **$3.75**

DEEP-TONE PAPERS

DEEP-TONE is the surface material of Tone-Craft and is available in the **same colors as Tone-Craft** without the corrugated backing. DEEP-TONE provides a beautiful two-toned color effect and a rich, velvety background for floors and other flat work at a low price. It is an ideal material for covering the base of windows, showcases and interior displays, and for making flat, full length background panels. It is heavy and lies flat with a minimum of tacking. In rolls 40 in. wide by 30 ft. long (100 square feet). Available in all colors of Tone-Craft listed above. All colors. Per roll..... **$1.00**

No. DM-595—Silver and **No. DM-590—Gold Bronze.** Per roll..... **$1.60**

SEASCAPE DESIGN-CRAFT

The art work and color scheme of this design combine to give a strikingly realistic effect. Seascapes may be used in store interiors to create a pleasing nautical atmosphere. Furnished in rolls or in panel length, it is convenient in application for spot or mass usage. Use it as a complete theme for departments or windows featuring summer merchandise. Printed in light blue and blue on white Tone-Craft. Design repeats every seven feet.

No. DM-25-M—Seascape. Roll size 40" wide by 28' long. Packaged one roll to corrugated carton. Price, each..... **$6.45**

No. DM-125-M—Seascape Panel. Size 40" wide by 7' long. Packaged one panel to corrugated carton. Price, each..... **$2.45**

BOND FINISH REYTRIM CORRUGATED DECORATIVE

The first choice of leading displaymen. The 60-inch width stands for economy—no piecing or patching is necessary to build high pedestals, columns or backgrounds. **Reytrim-Bond** is not a printed paper but is a heavy **bond** paper thoroughly saturated with the finest dyes to assure long color life. No mottled effects mar the beauty of **Reytrim**—it is styled in 30 modern colors, specially selected for consistent uniformity and accuracy in color blending and matching.

When a cut-out or an applique effect is desired, use **Reytrim-Bond.** You will be well pleased with its clean cut edges and the beautiful color depth of the surface sheet. **Bond Finish Reytrim** comes in rolls **60 in.** wide by **20 ft.** long (100 square feet). Per roll (1 to 9 rolls)..... **$2.50**
Per ½ roll..... **$1.40**
10 to 24 rolls. Per roll..... **$2.40** 25 to 49 rolls. Per roll..... **2.25**

No.	No.	No.
RB-10—White	RB-35—Napoleon Blue	RB-70—Primrose
RB-11—Gray	RB-37—Copenhagen Blue	RB-72—Canary Yellow
RB-12—Black	RB-41—Heliotrope	RB-73—Medium Yellow
RB-21—Apple Green	RB-41½—Wood Violet	RB-74—Golden Yellow
RB-21½—Spring Green	RB-43—Purple	RB-75—Orange
RB-22—Nile Green	RB-51—Light Pink	RB-79—Antique Ivory
RB-23—Jade Green	RB-56—Salmon	RB-79½—Sand
RB-24—Emerald Green	RB-58—Fuchsia	RB-82—Apricot
RB-32—Azure Blue	RB-61—Flame	RB-92—Medium Brown
RB-34—National Blue		RB-94—Dark Brown

No. RB-95—Silver, and No. RB-96 Gold come in rolls 30 in. wide by 20 ft. long (50 square feet). Per roll..... **$3.75**

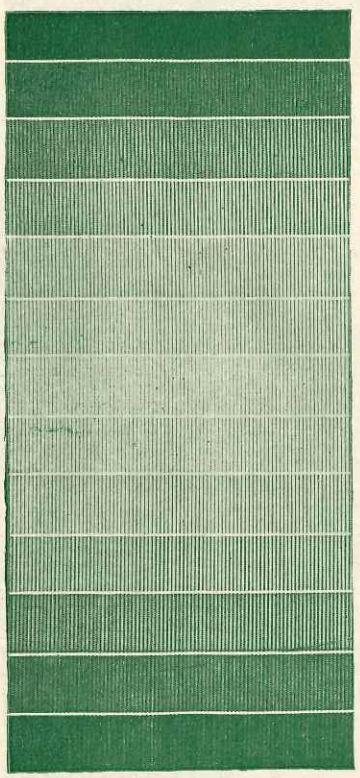
REYTRIM BOND FLOOR PAPERS (Not Corrugated)

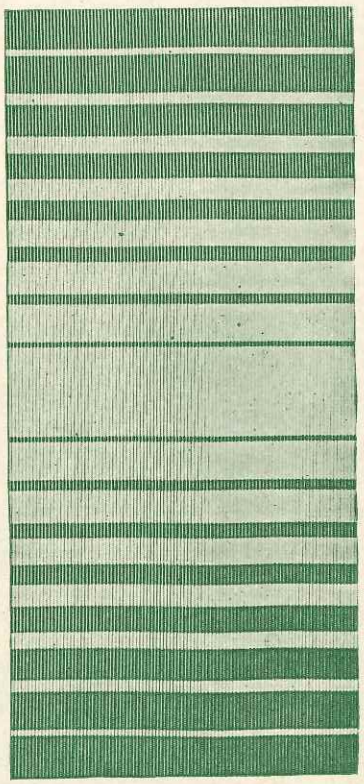
Available in 29 colors in a beautiful bond finish.
Comes in rolls 60 in. wide x 20 ft. long. Packed in individual mailing tubes.
Colors match **Reytrim** colors in all cases. (As listed above.)
An ideal and inexpensive covering for panels, floors, showcases, backgrounds, shelves, etc.

Regular Colors—60 in. wide x 20 ft. long. Per roll..... **$1.90**

Gold and Silver—30 in. wide x 20 ft. long. Per roll..... **$2.00**

Be sure to specify **Reytrim "Floor Paper."**





Vari-Tone Corrugated Reytrim

Thirteen stripes of variegated tones of the same color, blending from a light pastel to a deep vibrant tone at each edge. Rolls 48 in. wide x 25 ft. long (100 square ft.). Per roll.. **$3.00**

Carried in stock in the following attractive colors:

No. VR-1—Flame Red
No. VR-2—Chinese Orange
No. VR-3—Royal Purple
No. VR-5—Saddle Brown
No. VR-6—Isle Green

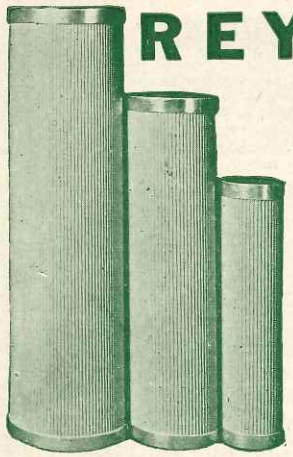
Vari-Bar Corrugated Reytrim

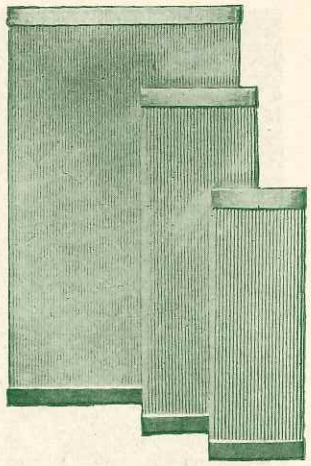
Vari-Bar offers a very smart design of graduated stripes, in six attractive colors. Rolls 48 in. wide x 25 ft. long (100 square ft.). Per roll.. **$3.00**

Carried in stock in the following attractive colors:

No. VR-3701—Flame Red and White
No. VR-3702—Orange and White
No. VR-3703—Purple and White
No. VR-3704—Napoleon Blue and White
No. VR-3705—Dark Brown and White
No. VR-3706—Emerald Green and White

REYCAPS



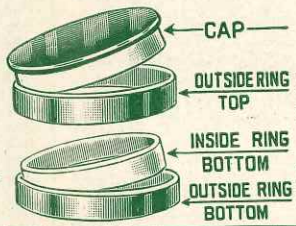


The innumerable uses to which REYCAPS lend themselves render them an invaluable asset in your daily display materials. REYCAPS are packed one dozen sets in a cardboard box. A set consists of four pieces. Round caps have two outside rings, one inside ring and one top with inside ring attached. Square caps have two outside set-up boxes and two inserts to go inside of column. See instructions for use, printed on inside of each cap.

Reycaps are made to fit Reytrim, Ripplewave, Embosso Board, Alfabex, Tone-Craft, Plan-A-Trim, and all the **standard** sizes of Corrugated Papers.

Please specify Size and Color when ordering.

Silver, Gold or Black.

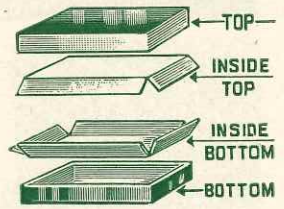


ROUND

Diameter 4-in. Per doz.. **$1.35**
Diameter 6-in. Per doz.. **1.90**
Diameter 8-in. Per doz.. **2.40**

OBLONG

Size 4 x 6-in. Per doz.. **$1.50**
Size 6 x 8-in. Per doz.. **2.40**
Size 6 x 18-in. Per doz.. **5.50**



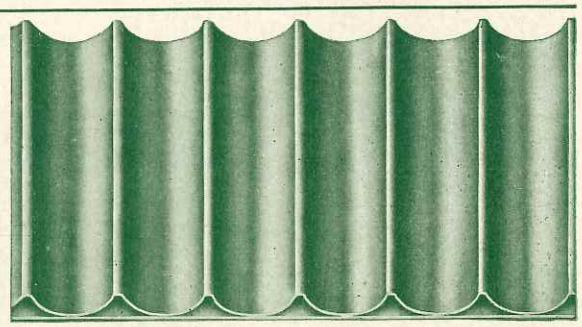
REY-EDGE (Reytrim Edging)

Here's a real time-saver that's proved itself indispensable for trimming the edges of shelves and ledges. Adds that finished touch to window backgrounds, floors, panels, counters, etc. Inexpensive, too! Available in the 31 standard Reytrim colors, 25 running feet in roll, individually boxed. 12½ feet interlocked.
Per roll..... **35¢**
12 rolls or more. Per roll **30¢**

Also obtainable in Gold and Silver, 20 feet individually boxed. **65¢**
10 feet interlocked.... **60¢**
12 rolls or more. Per roll **60¢**

REYCLIPS

This item is indispensable to display men who are aware of the advantages of Reytrim and who use the same. **Reyclips** are made of bright stainless steel. They are an important aid in assembling columns, display units, backgrounds and other items of fabricated Reytrim; no more pins, Gem Clips, etc. They have three (3) sharp interlocking prongs which clinch quickly and surely. Packed 1000 to a box. Per box.. **$1.00**



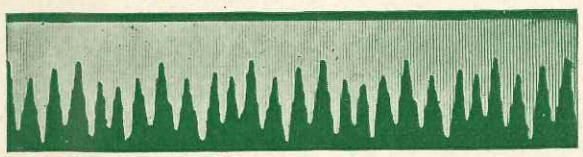
REYCURV

Illustration ½ actual size corrugations.

Enrich your window and interior displays with **Reycurv,** the superior heavy-duty corrugated display material. Its wide corrugations, strength and superb high gloss finish have made it the first choice of leading display men everywhere. Ideal for panels, backgrounds, columns, etc. Can be easily scored and cut with a sharp edged knife. Guide lines are printed on the backing sheet for accurate cutting and measuring. Size, 48 in. wide, 15 ft. long. In rolls, in individual cartons. **$3.00**
No. RC-10—White. Per roll.....

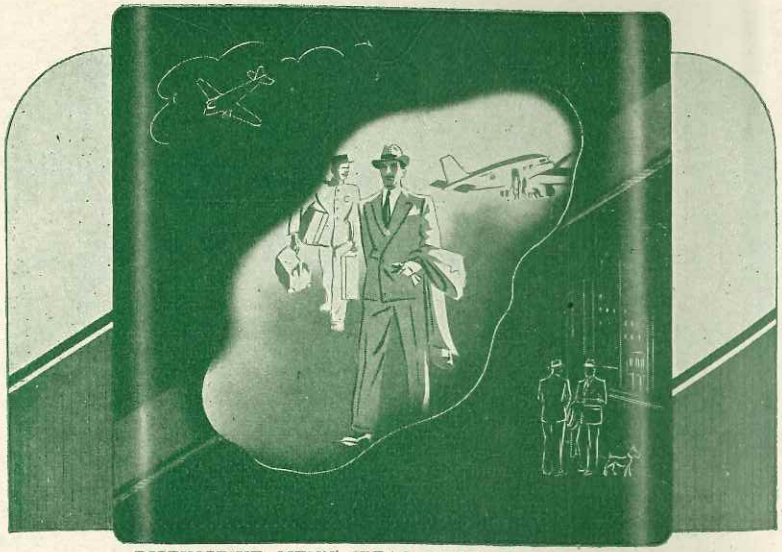
No. RC-11—Gray	No. RC-61—Flame
No. RC-12—Black	No. RC-72—Canary Yellow
No. RC-22—Nile Green	No. RC-75—Orange
No. RC-24—Emerald Green	No. RC-79—Antique Ivory
No. RC-35—Napoleon Blue	No. RC-94—Dark Brown
No. RC-37—Copenhagen Blue	

All colors. Per roll..... **$3.25**
No. RC-95—Silver and No. RC-96—Gold. Per roll..... **$4.50**



Reytrim Icicles

No. RX-50 — These realistic looking icicles depict the snow and ice effect so necessary for the true Christmas spirit. Unlimited display possibilities. Nothing better for decorating ledges, posts and suspended light fixtures. Ideal for shelves, borders, etc. Looks like the real thing, too! Naturally, they are snow white. Available in rolls 25 ft. long by 9 in. wide and packed in a decorative carton. Per roll, 1 to 11 rolls..... **75¢**
1 or more cases (12 rolls to case). Per roll..... **70¢**
No. RX-100—Flittered Reytrim Icicles. Per roll..... **$1.40**



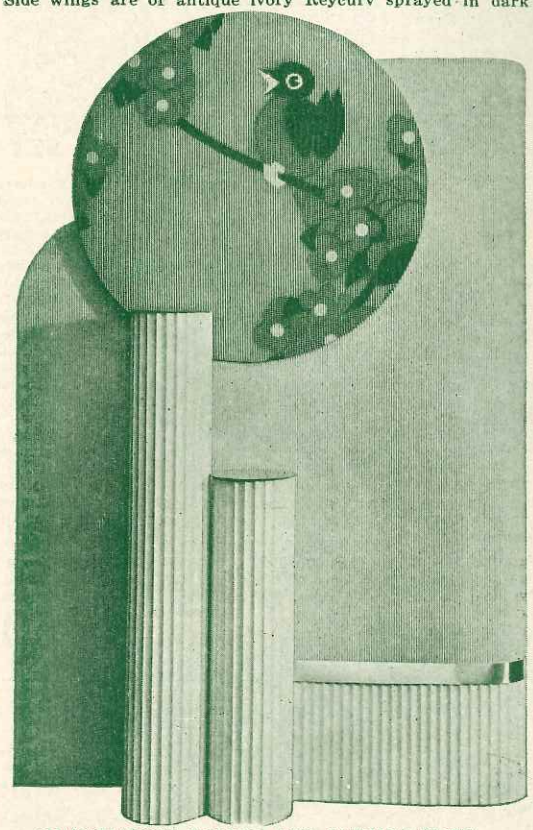
DISTINCTIVE MEN'S WEAR SHADOW BOX UNIT
No. RS-393—Size: 60 in. high, 6 ft. 5 in. wide

For a sales-winning display of men's wear, this distinctive shadow box unit is the perfect background. Black Reytrim sprayed in white, green, and light red forms the front panel. Back panel of the shadow box is white Reytrim sprayed in gray, green, black and red. Side wings are of antique ivory Reycurv sprayed in dark green and light red. For a spectacular effect, lights should be placed behind the black center panel. Packed individually, assembling instructions included. Price, each..... **$7.50**

LUXURIOUS WOMEN'S WEAR UNIT DE LUXE

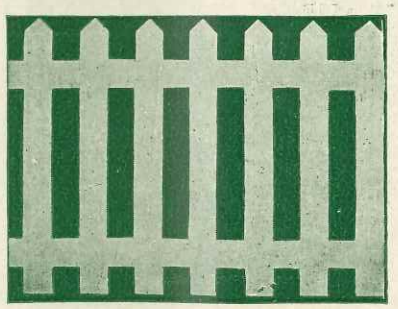
No. RS-392—Size: 7 ft. wide, 60 in. high

Of exquisite beauty, this unit is so luxurious that even the most exclusive shops can use it advantageously to display feminine attire and accessories. Black Reytrim is used for the center panel and is sprayed in deep pink as a background for the sculpturesque figure in black and white. Flanking the center panel are double side wings of silver Reycurv and white Reycurv sprayed pink and green. Two 30-in. columns of silver Reycurv capped with silver Reydiscs complete this most exquisite ensemble, which can be used with or without the wide wings, as desired.
Packed individually, assembling instructions included. Price, each..... **$8.50**



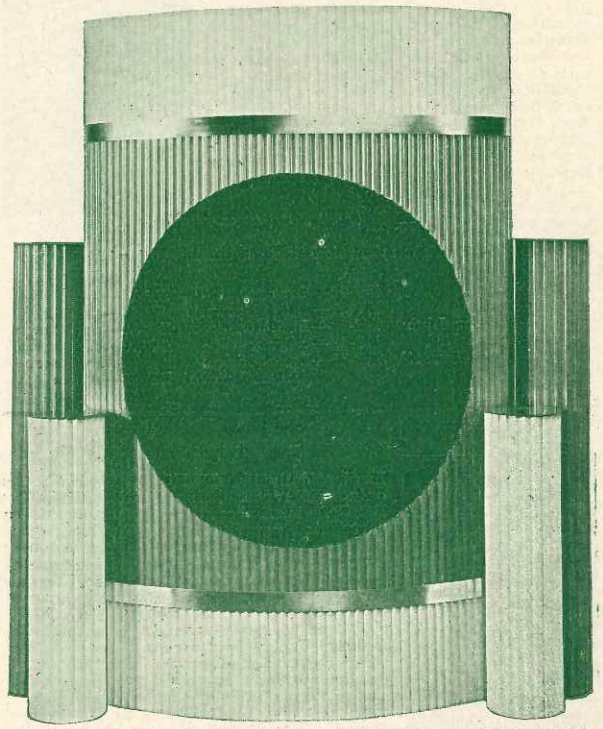
COMBINATION SPRING AND SUMMER UNIT
No. RS-390—72 in. high, 42 in. wide, two 34-in. sprayed circles. Gay colors in an eye-compelling combination unit of beauty and economy. For spring use the bird circle of Nile green Reytrim sprayed in bright blue, ivory and red, and simply replace it with the sailboat circle of Copenhagen blue Reytrim sprayed in dark blue, red and white and you have a beautiful unit for the entire summer season. Background is canary yellow Reytrim and ivory Reycurv seamed with 2-in. silver gummed moulding. Two antique ivory Reycurv columns are topped by 8-in. silver Reydiscs. Packed individually with assembly instructions included. Complete with two circles, each **$5.50**

Alternate circle for unit to left



PICKET FENCE

No. RS-38—An idea—good the year round—for your window and store interior decorations! The attractive ways in which this new Picket Fence may be used are numerous. Draped with artificial flowers or foliage, it makes a splendid background for merchandise displays in windows, showcases or on ledges. Can also be used as a lattice by cutting off the points. Size 20 in. wide, 20 ft. long. In rolls, individually boxed. Per roll..... **$2.50**



EYE-COMPELLING REYCURV SHADOW BOX DISPLAYER
No. RS-391—72 in. high, 45 in. wide, 38 in. dia. Shadow Box

A modern display setting for maximum attention value. Made of smooth, lustrous Reycurv in two well-chosen color combinations with ample display space in the 38-in. shadow box. Seamed with 2-in. silver gummed moulding. Two 48-in. columns and two 30-in. columns are topped with 8-in. silver Reydiscs.
No. RS-391-G—Gray and Nile Green. 48-in. columns are Gray and 30-in. columns Nile Green.
No. RS-391-B—Napoleon Blue and Copenhagen Blue. 48-in. columns are Napoleon Blue and 30-in. columns of Copenhagen Blue.
Packed individually with assembly instructions included (state color wanted). Price, each..... **$6.75**

The above illustration is ¼ actual size.

RIPPLEWAVE

A Miracle in Corrugation

Now available in rolls **52 inches wide, 23 feet long.** Made in 22 colors, giving marvelous **two-tone effects.**

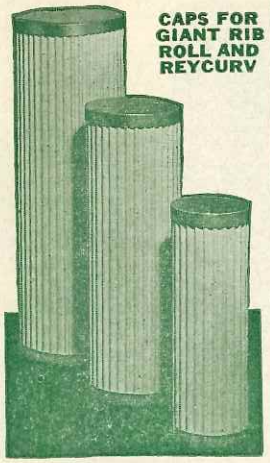
Ripplewave, a dramatic, a **sensational** answer to the demand for something new in decorative material.

Beauty, artistry, illusion added to the strength of corrugation.

The new **48-inch wide Ripplewave** has a substantial liner and will stand alone in its full width in panels. In columns, pedestals and plateaus it will support unusual weight.

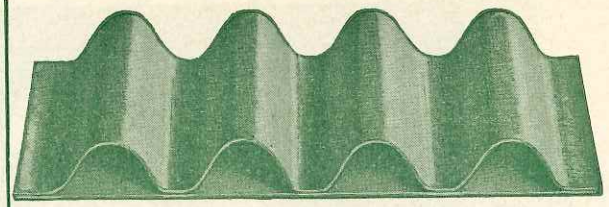
RW- 1—White
RW- 2—Black
RW- 3—Purple
RW- 4—Light Green (Nile)
RW- 5—Dark Green (Emerald)
RW- 6—National Blue
RW- 7—Powder Blue
RW- 8—Flame Red
RW- 9—Rust (Russet)
RW-10—Orange
RW-11—Dark Brown
RW-12—Light Orange
RW-13—Canary
RW-14—Light Coffee (Buff)
RW-15—Dark Coffee (Light Brown)
RW-16—Ivory
RW-17—Orchid
RW-19—Sea Foam
RW-20—Light Primrose
RW-21—Fawn
RW-22—Azure

100 square feet to a roll (48 inches wide) by 25 lineal feet. **$2.50**
1 to 9 rolls. Per roll.....
10 to 24 rolls. Each.....$2.40
25 or more rolls. Each..... 2.25
Write for sample color swatches.



Complete instructions for assembling are printed on the inside of each cap. Stocked in Silver, one dozen in a box.

6". Per dozen.....$2.00
8". Per dozen..... 2.50
10". Per dozen..... 3.20



GIANT RIB ROLL

A real innovation in decorative treatment
A moderne, inexpensive display material

This wide wale heavy duty corrugated paper highly tinted in rich, attractive colors, will give life and color to the interior of your store around columns, ledges, showcases, panels, backgrounds, fixtures. Illustration shows actual size of corrugations.

Giant Rib Roll is being used by America's leading display men and is highly recommended as the finest and latest discovery in solving the problem for that long wanted new, decorative material—so versatile that with shears, pins and a hammer, you can get hundreds of striking and appealing effects. Can be painted and repainted many times. Furnished in rolls 48 in. wide x 25 ft. long. Plain **White** (Natural). 48 in. x 25 ft. **$3.00**
Per roll of 100 square feet.....
Colors. 48 in. x 25 ft. **$3.10**
Per roll of 100 square feet.....

COLORS:

GR-1—White
GR-2—Black
GR-3—Purple
GR-4—Light Green (Nile)
GR-5—Dark Green (Emerald)
GR-6—National Blue
GR- 7—Powder Blue
GR- 8—Flame Red
GR- 9—Rust (Russet)
GR-10—Orange
GR-11—Dark Brown
GR-12—Light Orange
GR-13—Canary
GR-14—Light Coffee (Buff)
GR-15—Dark Coffee (Lt. Brown)
GR-16—Ivory
GR-20—Lt. Primrose

EMBOSSO PAPER

Is a heavy embossed paper, backed with heavy special backing paper that lies perfectly flat and is especially adapted to various decorative uses where rigidity is not essential It is especially adapted for covering surfaces, making floor mats, covering panels, etc. The BIG FEATURE is the wide width, as EMBOSSO comes in rolls 60 inches wide by 30 feet long.

EMBOSSO is a very tough and sturdy embossed board material, very heavy. It has the exact appearance of grained leatherette cloth, excellent as a floor covering, background or panel material. Very fine for re-covering plateaus, pedestal sets and tubes. **Size of roll 60 in. wide by 30 ft. long.** Price, per roll (150 sq. ft.) **$2.75**

EMBOSSO PAPER is carried in stock in the following colors:

EP- 2—Black
EP- 3—Purple
EP- 7—Powder Blue
EP- 8—Flame Red
EP- 9—Rust (Russet)
EP-10—Orange
EP-11—Dark Brown
EP-12—Light Orange
EP-13—Canary
EP-15—Dark Coffee (Light Brown)
EP-16—Ivory
EP-17—Orchid
EP-19—Sea Foam
EP-20—Light Primrose
EP-22—Azure

New Reytrim Corrugated Metal Foil

Brilliant metallic finish. Truly ideal for the holiday season. Can be used anywhere in the store. Rich looking. Nothing on the market today can match its richness and brilliancy for store decoration. Perfect for showcase linings.

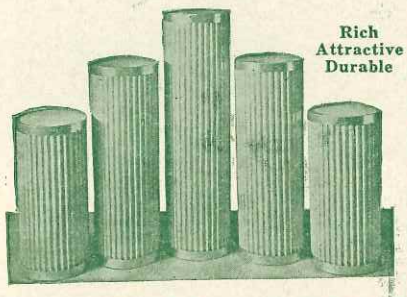
Makes beautiful pedestals and backgrounds. Available in six (6) beautiful seasonal colors. In rolls 24 in. wide x 25 ft. long. Copper, Gold, Red, Blue and Green. **$4.00**
Per roll.....
Silver—Per roll..... **$3.25**

REYTRIM DIE-CUT LETTERS

Made of white Reytrim, attractive 8-in. block letters. There are 220 letters and characters in a set packed in folders. Each set consists of the following:

8 each of A I L N O R S
4 each of B C D F G H J K M P Q U V W X Y Z ( )
4 each of 1 2 3 4 5 6 7 8 9 0 & $ ¢ ? !
12 each of E T **$3.25**
Sold in full sets only, per set....

GIANT RIB ROLL DISPLAY TUBE SET



An inexpensive set that will enhance the beauty of your merchandise. This heavy duty corrugated paper material is very flexible, highly tinted in brilliant colors and can be painted many times with colors, lacquers, bronzes and paints.

Illustrated in the above set are five tubes all 8½ in. in diameter, two 18 in., two 24 in. and one 30 in. high. Comes knocked down with ring sets. Easy to assemble. Choice of these colors:

No. CM-200 — Powder Blue, Nile Green, Emerald Green, Canary, Orange, Brown, White, Red, National Blue, Black, Purple, Rust, Light Coffee, Dark Coffee, Ivory, Mushroom, Azure, or any color Giant Rib Roll listed on this page. **$2.50**
Priced low, at, per set.....

Back

Front

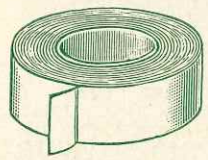
EMBOSSO BOARD

Is identically like EMBOSSO PAPER, the only difference being that EMBOSSO BOARD is Embosso paper made with a corrugated paper glued to the back of it to give it bulk and make it rigid and very strong. Illustrations shows the **corrugated back** of Embosso Board. It is ideal for all decorative uses and is especially adapted for making pedestals, for use with RING SETS or wherever strength is a factor in making display hold weight. Same as the other corrugated decorative materials now on the market. It cuts and scores easily and is very rigid when made into columns, cylinders, plateau displayers or background panels. **Size of roll 60 in. wide by 20 ft. long.** Price, per roll of 100 square feet..... **$2.50**

EMBOSSO BOARD is carried in stock in the following colors:

EW- 1—White
EB- 2—Black
EB- 3—Purple
EW- 4—Light Green (Nile)
EB- 5—Dark Green (Emerald)
EB- 6—National Blue
EB- 7—Powder Blue
EB- 8—Flame Red
EB- 9—Rust (Russet)
EB-10—Orange
EB-11—Dark Brown
EB-12—Light Orange
EB-13—Canary
EB-14—Light Coffee (Buff)
EB-15—Dark Coffee (Light Brown)
EW-16—Ivory
EB-19—Seafoam

PAPERTAK DECORATING TAPE



The New Superior Tape for Decorating, Edging, Masking for Painting, Framing, Window Background and Showcard Work.

Coated one side only. Fibrous paper-like back with vulcanized rubber face.

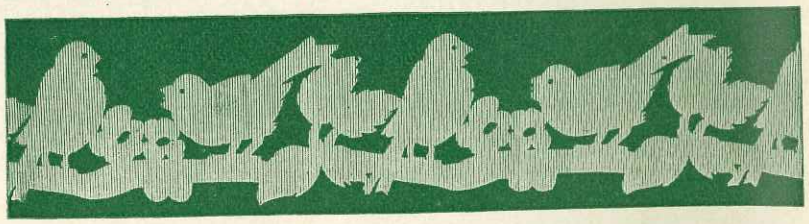
Edges will not curl. Heat does not cause rolls to solidify. Impervious to water. Leaves no surface marks when removed. Paint, Varnish or Lacquer will not penetrate. Sticks flat in any length.

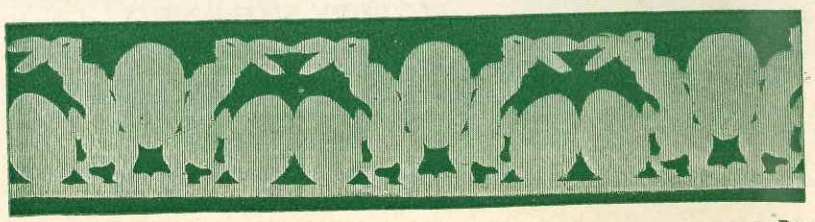
Colors: White, Black, Blue, Yellow, Brown, Red and Green. 90 feet per roll, 1 in. wide. Price, per roll.... **80¢**
Price of 6 rolls.....$4.50 Price of 12 rolls.....$8.40
½ in. wide, 90 feet per roll. **50¢**
Price, per roll.....
Price of 6 rolls.....$2.70 Price of 12 rolls.....$4.80

CUT-APART BEACH PANORAMA
No. RS-399—Size: 13 ft. 9 in. long, 60 in. wide
Sales appeal and economy are featured in this gay colorful Beach Panorama, with its vibrant tones of sea-blue, turquoise, brilliant red, sun-tan and white, on medium yellow Reytrim corrugated. An ideal background for displays of beach attire, sportswear and vacation accessories. A most effective covering in its entirety for blank walls. Can also be cut into two, three or four very attractive individual panels. Rolls are packed individually in corrugated cartons. Per roll.... **$9.95**

PASTORAL SCENE DIE-CUT VALANCE
No. RS-394—5 ft. repeat design sprayed four radiant colors on Reytrim
Size: 18 in. wide, 20 ft. long
For a gay Spring atmosphere in your window and interior displays be sure to use this Pastoral Scene Die-cut Valance. The word "Spring" is detachable so that the valance may be used in your summer display also. Per roll..... **$4.25**

TULIP DUPLEX VALANCE
No. RS-396—Size: 20 in. wide, 20 ft. long
Refreshingly new—and dainty is this Tulip Duplex Valance. White Reydec (Flat Paper, not corrugated) is used for the background with the foreground, stems and leaves of Tulips sprayed in green. Fuchsia, American Beauty and Medium Pink Crepe Paper are pasted back of died-out sections of Reydec to form colorful transparent tulips through which light is easily admitted, thus giving quite a colorful light effect when the valance is used in the window. Per roll..... **$3.50**



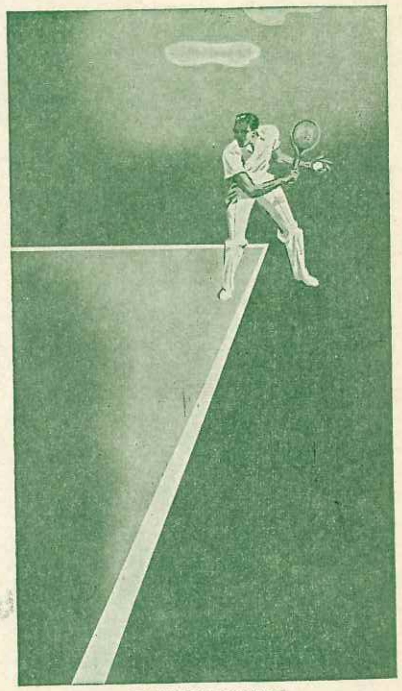


BLOSSOMS DESIGN REYTRIM
No. RS-339—Size: 48 in. wide, 20 ft. long
An exquisitely dainty all-over design of pink blossoms and slender brown branches on primrose Reytrim corrugated. It makes a very effective background for displays of Spring merchandise and is ideal as a wall covering and for making unusually attractive columns and pedestals. **$3.00**
Per roll.....

BIRD CUT-OUT VALANCE
Size: 16 in. wide x 25 ft. long
A most appropriate valance to radiate cheer throughout your store during the entire spring and summer season. When cut apart, it makes unusually attractive individual decorations for walls, windows, showcases, etc. Left intact, it is a beautiful valance for window or store interior.
Solid Colors:
No. RBV-22—Nile Green Reytrim.
No. RBV-37—Copenhagen Blue Reytrim.
Packed in rolls in individual cartons. Per roll..... **$2.75**

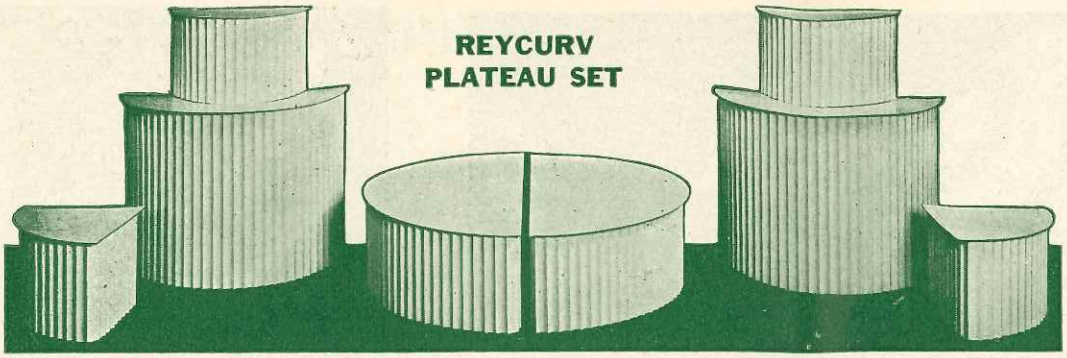
EASTER RABBIT CUT-OUT VALANCE
Size: 16 in. wide x 25 ft. long
Create a real Easter atmosphere throughout your store with this unique Easter Rabbit Cut-out Valance. Use it in its entirety as a most attractive valance or cut it into sections for individual decorations for walls, windows and the tops of ledges or showcases.
Solid Colors:
No. RE-72—Canary Yellow Reytrim.
No. RE-41½—Wood Violet Reytrim.
Packed in rolls in individual cartons. Per roll..... **$2.75**

BIRD PANEL
No. RS-139—Size: 40 in. wide, 72 in. long
A sunny bird panel of bright colors and cheerful design. Brilliant shades of blue, red, green and white are sprayed on a background of bright canary yellow Reytrim corrugated. Quite appropriate for use from the first days of Spring until well in the Summer. Each..... **$3.00**



TENNIS PANEL
No. RS-239—Size: 40 in. wide, 72 in. long
Visualize what a striking background this action tennis panel will make for your displays of sportswear and accessories. Processed in two shades of brown, white, sand and sky-blue on dark green Reycraft (corrugated white backing), it will surely add appeal to window and interior displays. Each..... **$3.00**

REYCURV PLATEAU SET



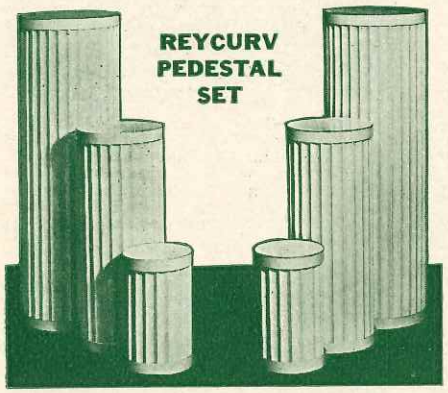
Practically unlimited are the novel display uses to which this sturdy, artistic 8-piece plateau set can be put in the modern window and store interior. Constructed of pure white lustrous Reycurv, with white lids to match, it is flexible enough to fit any size display, strong enough to support heavy merchandise and luxurious enough for the most exclusive trims.

This smart set consists of:

2 small half-circle plateaus, 8 in. high
2 medium half-circle plateaus, 16 in. high
2 large half-circle plateaus, 8 in. high
2 quarter-circle plateaus, 8 in. high
Rey-Loks for assembling.

Packed in sturdy cartons, assembling instructions included.
Price, each..... **$8.00**

REYCURV PEDESTAL SET



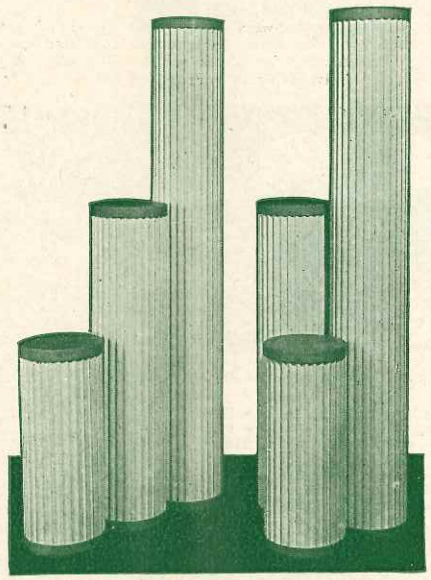
These pedestals of pure white lustrous Reycurv and white Reycaps are the last word in graceful simplicity. Very sturdy, they are ornamental and useful for the showing of merchandise in windows, on the sales floor, on counters and in display cases.

A set consists of six pieces:

Two 6-in. pedestals 12 in. high
Two 8-in. pedestals 16 in. high
Two 10-in. pedestals 24 in. high

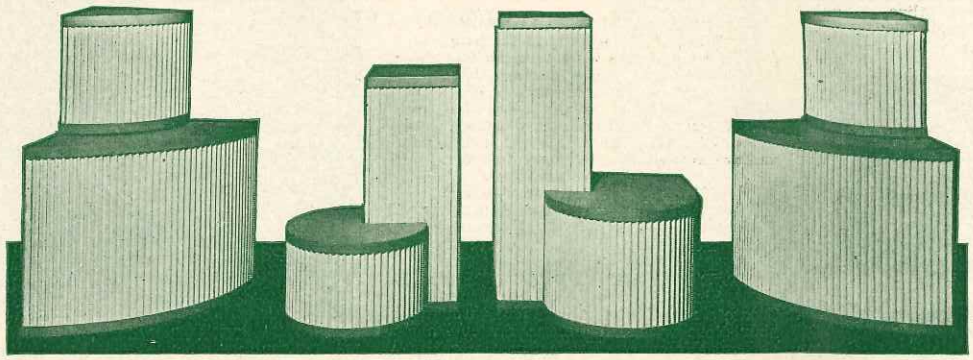
Each set is packed in an individual carton.
Per set..... **$3.25**

6-PIECE JUMBO PEDESTAL SET



There's a world of possibilities in your windows and ledges with these sets. They can be used very nicely by putting three on each side of an attractive panel, thereby completing a background or ledge unit. Each set consists of 2 pedestals 18 in. high, 2 pedestals 30 in. high and 2 pedestals 48 in. high (all 8 in. in diameter). Made of corrugated white Giant Rib Roll with 8-in. silver Reycaps. Price complete, per set..... **$2.50**

Can also be furnished in any color of Giant Rib Roll listed on page 10 with either silver or gold rings.
Price, per set..... $2.75



Here is just the Plateau Set you have been waiting for! This striking contrast of Blue caps and White Giant Rib Roll will feature your merchandise to its best advantage. If a different color scheme is desired, merely paint the caps a varying color.

The construction of this set is such that it will enable you to arrange it 101 different ways. Simple instruction sheet for assembly is enclosed.

EIGHT-PIECE JUMBO PLATEAU SET

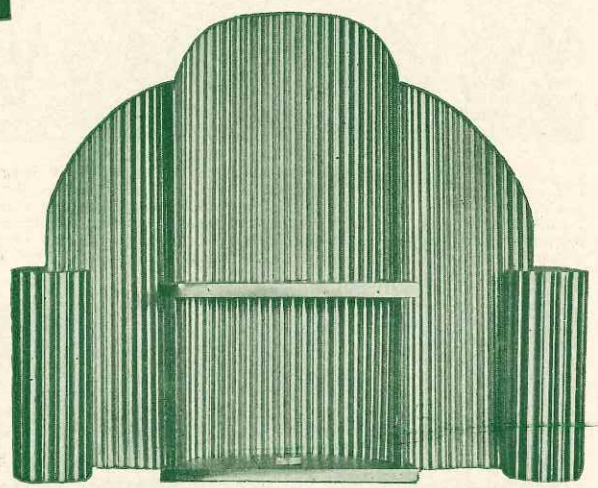
Each set consists of:

1 Plateau 12 in. high
1 Plateau 9 in. high
1 Plateau 24 in. high
1 Plateau 20 in. high
2 Plateaus 18 in. high
2 Plateaus 12 in. high

Packed in extra strong carton, complete as shown.
Price..... **$9.00**

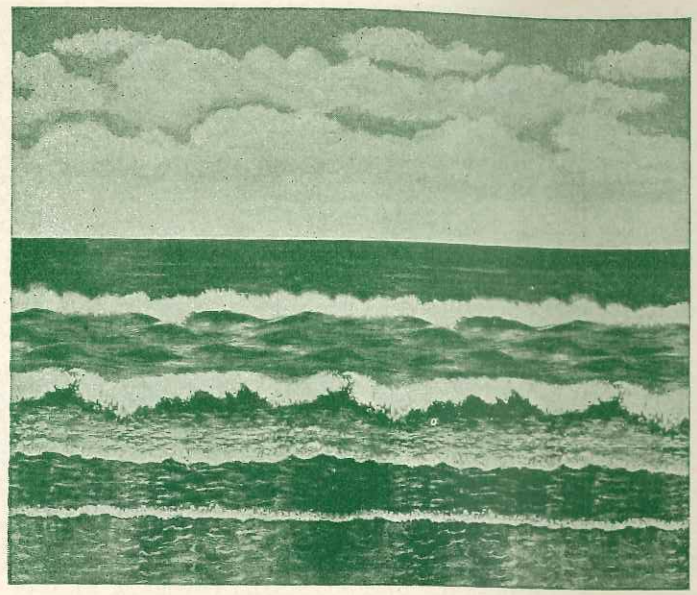
PAPER VENETIAN BLIND

So Attractive—So Convenient—So Economical—that no retail store should be without them for decorative purposes in window displays and interiors—and for actual use where blinds are needed. Actually a complete workable Venetian Blind, sturdy in construction, equipped with tapes and cords for raising, lowering and tilting. Fixtures for hanging are included. 36 in. wide, 65 in. long when lowered. Stocked in Ecru with white and gold tapes.
Each complete..... **$2.25**



REYCURV SHELF UNIT

For displaying new items and better quality merchandise this shelf unit of pure white lustrous Reycurv and gold shelves is the perfect background. Striking silhouette effects may be obtained by placing lights on shelves in back of the merchandise displayed. For a striking indirect lighting effect, lights should be placed behind the movable pedestals. Overall measurements: 40 in. high, 40 in. wide. Pedestals: 6 in. diameter, 16 in. high.
Packed in individual cartons, assembling instructions included.
Price each..... **$3.00**



NALCO SURF PANORAMA

57 in. high, 20 ft. long in roll form. Made on a strong grade Pliable Paper Board. Crayon effect. Multi-color combination, colors fade-resistant. Oncoming Surf, full of action. So realistic that you can almost feel the ocean breeze.

NALCO SURF PANORAMA is particularly adaptable for all types of Summer Sales Promotion, Resort and Cruise Displays. Created for Window Backgrounds, Interiors, to decorate Ledges, Pillars, etc. Design is continuous along the length of the roll.

All or any portion can be used with equally good results. Each roll packed in an individual shipping container. Price per roll..... **$3.75**

Miniature Surf Panorama 28½ in. wide by 20 ft. long. Per roll. **$2.00**

NALCO WINTERSCENE PANORAMA

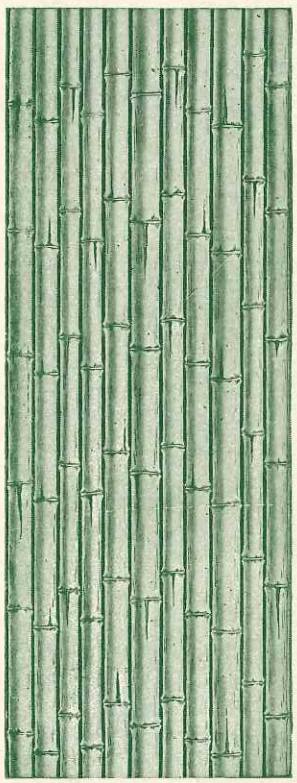
57 in. high, 20 ft. long in roll form. Made on a strong grade of Pliable Paper Board. Modern Scenic effect Multi-color combination. Packed in individual shipping container.

Design is continuous along the length of roll, and all or any portion can be used with equally good results. The top of the design ends in a solid blue color, so that if one desires to add height, this can be accomplished by the use of any kind of paper or material that will harmonize. The same idea has been embodied at the bottom of the design. This ends in white, so that if desired the whole scene can be raised up and more white can be added, to create the effect of additional snow banks. This can be done by using white paper board or material.

NALCO WINTERSCENE PANORAMA is created not only for Christmas sales promotion, but it is suitable for any kind of Winter Display, i. e., Furs, Winter Clothing, Winter Sports Articles, etc.

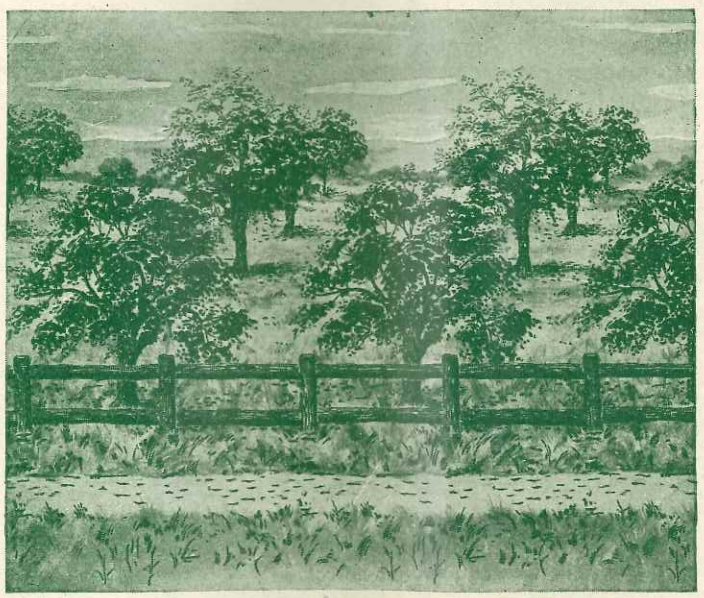
In addition to these uses, the product can be used in other seasons: Fur Storage, Fur Sales, Air Cooling Advertising, Blanket and Winter Wear Sales, etc. Per roll..... **$3.75**

NALCO Continuous Pattern Background Papers in Rolls



NALCO BAMBOO
(Pole Background)

This pliable paper-board reproduction is put up in roll form, 48 in. high by 25 ft. long. Designed so that sections can be matched to obtain any height or length. Each roll packed in individual shipping container. Price per roll.. **$3.75**



NALCO BLOSSOM PANORAMA

60 in. high, 15 ft. long in roll form. Made on a strong grade of 4-Ply Flexible Paper Board. Scenic Orchard in full blossom, four colors and white multi-color combination. Crayon effect, executed in fade-resistant colors.

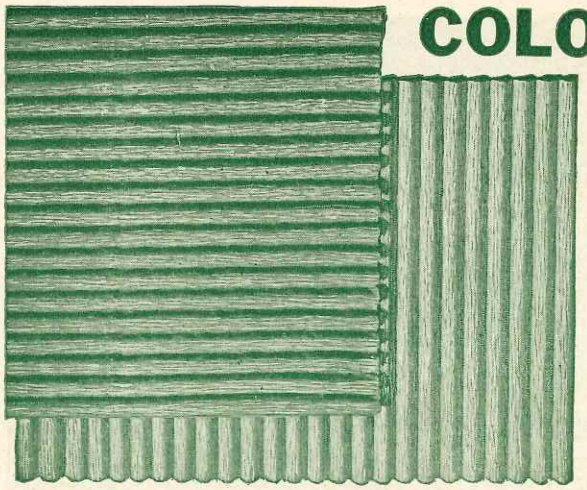
Created for Window Backgrounds, Interiors, to decorate Ledges, Pillars, etc. Design is continuous along the length of the roll. All or any portion can be used with equally good results. Each roll packed in an individual shipping container. Price, per roll..... **$3.75**

NALCO SPRING LEAF REPEATING BACKGROUND

Produced in attractive shades of Spring Greens on special pliable paper-board. Adaptable to all types of Spring sales promotion displays and advertising panels. 57 in. high by 25 ft. long in roll form. Each roll packed in individual shipping container. Per roll..... **$3.75**

COLORDEX

The Colorful Corrugated Display Material in Plain Colors



Colordex resiliency, flexibility and convenient size afford universal adaptability to all display problems.

"E-Z cut" guide lines in 1-inch squares on back of each roll for quick tailoring.

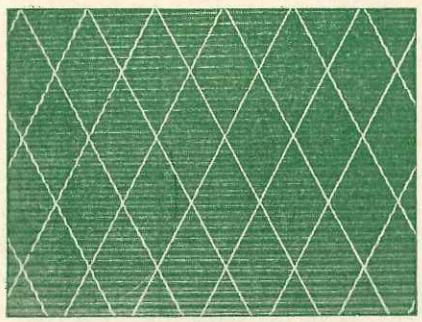
Individual packaging protection for each roll of Colordex guarantees safe delivery, and Colordex "Tri-Ply" construction insures long display life. With the use of a pair of scissors, a razor blade, a few pins and clips and your imagination, the ideas and effects that can be obtained with Colordex are unlimited. 60-in. width in rolls of 20 ft. 1 to 9 rolls. Per roll..... **$2.50**

Per ½ roll, 60 in. by 10 ft..... **$1.40**
10 to 24 rolls. Per roll..... **2.40**
25 to 49 rolls. Per roll..... **2.25**

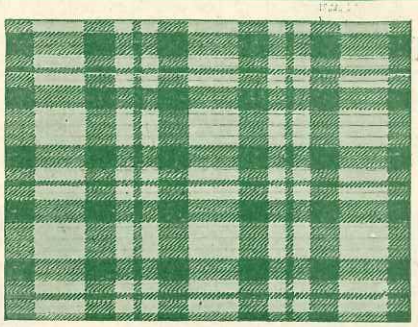
Carried in stock in St. Louis in following colors, which match standard crepe paper colors:

No.	Color
CD-01	—White
CD-02	—Black
CD-03	—Slate Gray
CD-03½	—Light Brown
CD-04	—Deep Brown
CD-04½	—Sand
CD-06	—Coral
CD-06½	—Apricot
CD-07	—Blush Pink
CD-08½	—Cerise
CD-10½	—Flame Red
CD-11½	—Burnt Russet
CD-12	—Holly Red
CD-12½	—Primrose (light yellow)
CD-13	—Canary Yellow
CD-15	—Old Gold
CD-16	—Orange
CD-17	—Mandarin
CD-17½	—Nile Green
CD-18	—Apple Green
CD-19	—Jade Green
CD-19½	—Light Emerald Green
CD-20	—Emerald Green
CD-24	—Baby Blue
CD-25	—Azure Blue
CD-25½	—Delft Blue
CD-26	—Medium Blue
CD-27	—National Blue
CD-27½	—French Blue
CD-29½	—Fuchsia
CD-30	—Royal Purple
CD-33	—Orchid

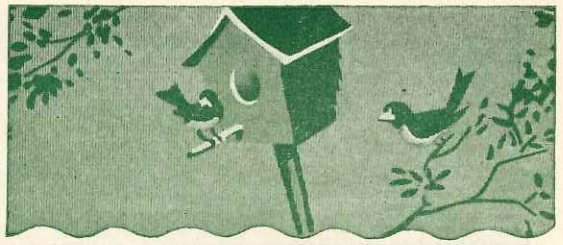
No. CD-101—Silver
No. CD-100—Gold
30 in. x 20 ft. Per roll..... **$3.75**
Sample Color Chart Sent Free Upon Request



DIAMOND PIN STRIPE COLORDEX
A year-round printed pattern of Colordex. Size 30 in. x 20 ft. Per roll.. **$2.25**
No. G-333-2—Red on White
No. G-333-3—White on Green
No. G-333-I—White on Blue
No. G-333-Y—Green on Yellow

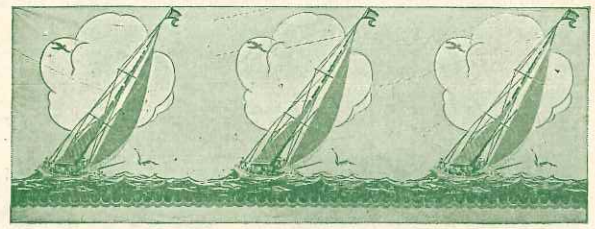


SCOTCH PLAID MODERN COLORDEX
Many uses will be found for this new Scotch Plaid design Colordex. **$2.25**
Size 30 in. x 20 ft. Per roll.....
No. G-307-B—Brown on White.
No. G-302—Scotch Plaid. Black and Gold on White. 60 in. x 20 ft. Roll.. **$3.75**



BIRDHOUSE VALANCE REPEAT PATTERN COLORDEX
No Spring display is complete without the embellishment of the proverbial Spring robin. This simple, colorful valance in delicate greens, red and brown comes in the popular 20 in. depth. Five repeats per roll or may be used individually. **$2.75**
5 repeats per roll, 20 in. x 20 ft.....

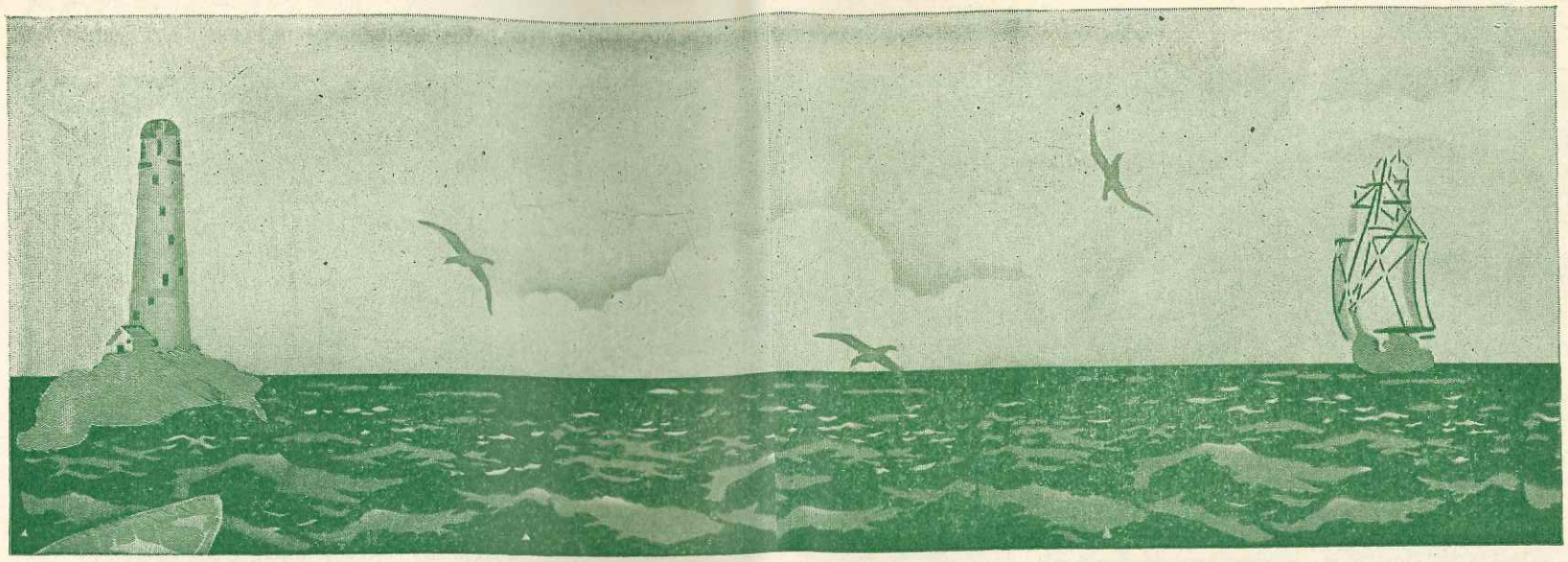
STONEWALL DESIGN PRINTED COLORDEX No. G-535
A colorful ornamental stone design printed in natural grays and browns. Ideal for garden settings, either for wall or walk and other innumerable purposes. 59 in. x 20 ft. Per roll... **$3.75**



SHIP DESIGN PRINTED COLORDEX
A real Summer design in attractive colors for warm weather and vacation displays. Printed in light blue, dark blue and red on a white background. **$2.50**
20 in. x 25 ft. Per roll.....

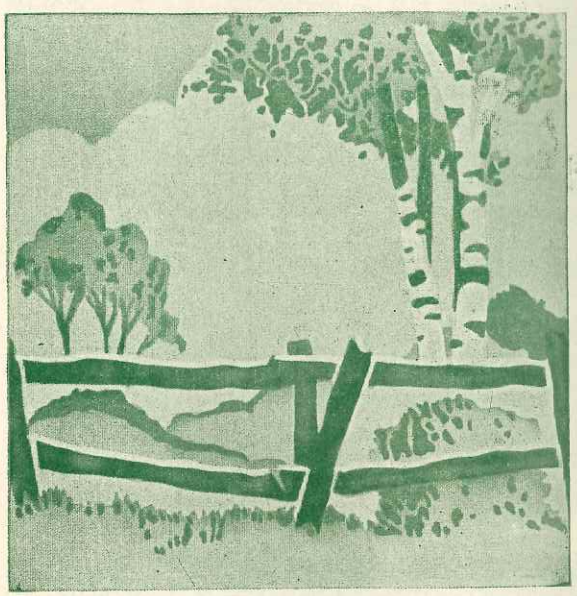
WATER LILY SCENIC REPEAT PATTERN COLORDEX
For those who require a delicate and classic design. This copen blue with white lilies and the graceful white heron, touched with occasional green lily pads is especially designed for displays of feminine niceties. Two repeats per roll or as individual panels. **$4.95**
2 repeats per roll, 60 in. x 20 ft.....
Per section, 60 in. x 10 ft..... **$2.75**

SNO-RAMA "39" REPEAT PATTERN COLORDEX
Just a touch of blue and purple on the white hills of snow and just enough detail in brown to designate the pines and the cabin. You'll want a roll for that display of cooling devices and refrigerators or for that August Fur Sale. Three repeats per roll or as individual panels. 3 repeats per roll, 60 in. x 20 ft.... **$4.95**
Per section, 60 in. x 80 in..... **$2.00**



SEA-RAMA "39" COLORDEX—It's different! A complete scene on one roll—A 15-foot section of the sea

Here's a full 15-foot roll in one illustration portraying the sea in its glory of blue, with ship and lighthouse air-brushed in white, orange, and brown with tinges of pink in the sky. Waves of green with whitecaps and seagulls of blue. **$4.95**
One illustration per roll, 60 in. x 15 ft.



SPRING SCENIC "39" REPEAT PATTERN COLORDEX

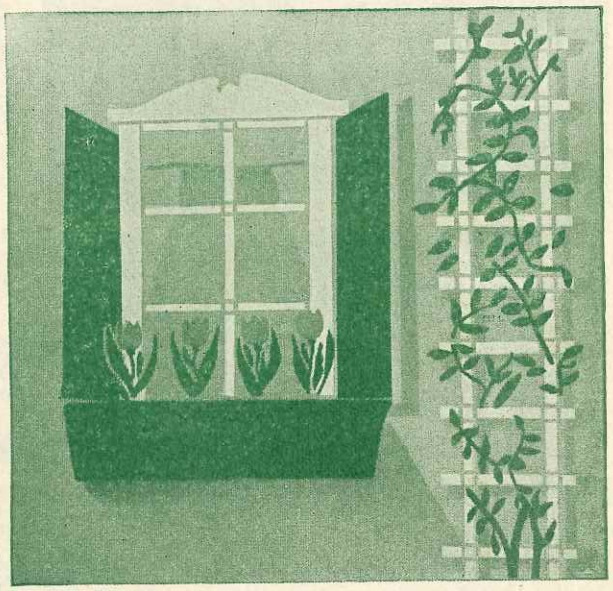
This colorful economy scenic comes in natural Spring foliage colors, with the fence in brown and the birch in white. Background color in primrose yellow. May be used in a continuous roll of three repeats or as individual panels. **$4.95**
3 repeats per roll, 60 in. x 15 ft.
Per section, 60 in. x 5 ft. **$2.00**

COLORDEX PRINTED AWNING

Two new awning patterns with scalloped edge for displays and interiors. Available in two widths. Packed one roll to a carton.

No. CS-004-2—Black and Red Stripes on White.
11½ in. x 25 ft. Per roll..... **$2.00**
18½ in. x 25 ft. Per roll..... **2.50**

No. CS-004-3—Green and Orange Stripes on Canary Yellow.
11½ in. x 25 ft. Per roll..... **$2.00**
18½ in. x 25 ft. Per roll..... **2.50**



SPRING TULIP "39" REPEAT PATTERN COLORDEX

Here is a unique design in a Spring coloring for the parade of Easter merchandise. Air-brushed in white, orange, leaf green, and a delicate blue on a pale pink corrugated background. Four repeats per roll or as individual panels. **$4.95**
4 repeats per roll, 60 in. x 20 ft.
Per section, 60 in. x 5 ft. **$2.00**

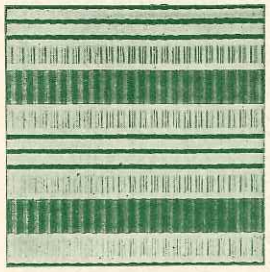
BUTTERFLY VALANCE REPEAT PATTERN COLORDEX

The beautiful colorings of the brown with orange and blue butterfly with the lavender and green of the thistle combine to make this masterpiece display perfect harmony. Four repeats per roll or may be used individually. **$2.75**
4 repeats per roll, 20 in. x 20 ft.

NEPTUNE VALANCE REPEAT PATTERN COLORDEX

This color combination is always good because it can be used with any type of Summer merchandise. The simple white motif on dark blue corrugated symbolizes the waves' trades and creatures. **$2.75**
5 repeats per roll, 24 in. x 20 ft.

Printed Crepe Patterns in Colordex



MODERN VARI-STRIPE COLORDEX

Size 30 in. x 20 ft. Per roll..... $2.25

No.
G-312-32—Two-tone Blue and Silver
G-312-23—Green, Silver on White

BAR-WAVE PRINTED COLORDEX

Size 30 in x 20 ft. Per roll..... $2.25

No. G-329-2 —Blue on White

No. G-329-D—Green on White

WOOD PATTERN COLORDEX

No. G-006—Dark Walnut

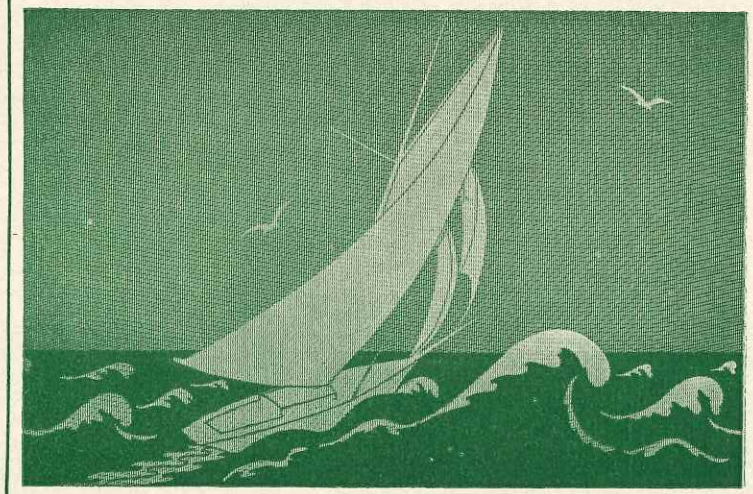
Size 59 in. by 20-ft. rolls. Beautifully grained walnut design. Has all the appearance of fluted wood. Especially appropriate for men's wear display. Per roll $3.75

No. G-007—Rainbow Pattern. Size 59 in. by 20-ft. rolls. All the colors of the rainbow—green, blue, violet, red, orange, yellow. Just the thing for lampshades. Effective used in the window as well. Per roll. $3.75

No. CX-523—Silver stars on National blue crepe background — an allover design. Per roll 60 in. x 15 ft..... $3.00

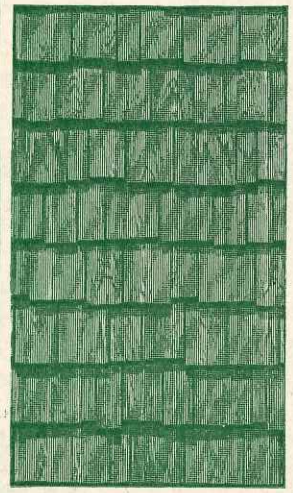
No. CX-262 — Medium blue stars printed on white Colordex in rolls 60 in. x 15 ft. Per roll.... $3.00

PRINTED DESIGN COROBUFF



SAILBOAT AND SEA COROBUFF

No. WA-1—A beautiful background design in two tones of blue and white. This is very useful during the coming season for the display of sportswear and equipment. Rolls are 48 in. wide by 11 ft. 6 in. long, with 2 repeats to a roll, each panel measuring 48 in. by 68½ in. Per roll..... $3.25



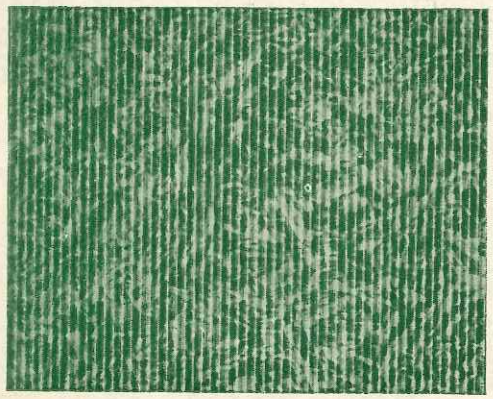
SHINGLE COROBUFF

No. WD-50 Gray or WD-51 Cedar

An all-over design photographed from actual shingles and reproduced in a beautiful silver Gray and a natural Cedar Brown—two colors only. We need not tell any display man how to use this design. It fits right in with your needs. Rolls 48 in. wide by 25 ft. long. Per roll.. $3.25

WOODLAND FERNS COROBUFF

No. WD-15—A very pleasing design of delicate green ferns on a background of pure white. This is a very popular number and has met with a fine reception wherever used. It will be found equally useful for window backgrounds, made up in columns or used on window or showcase floors. Rolls 48 in. wide by 25 ft. long. Per roll $3.25



GREENSWARD COROBUFF

Surface Design Patent Applied for

No. WD-17—This design reproduces on Corobuff the rich velvety green of a fine grass lawn. It creates a soft neutral background which you will find helpful in many places. Rolls 48 in. wide by 25 ft. long. Per roll..... $3.25

HI-LO-TONE COROBUFF

Surface Design Pat. Applied for

A new design, giving a mottled high and low tone effect of the same color, as the name indicates. This makes a very beautiful material for backgrounds and other display purposes. Made in soft shades of brown, blue or burnt orange it gives the impression of crushed velvet.

No. WD-30—Burnt Orange
No. WD-32—Blue
No. WD-33—Brown

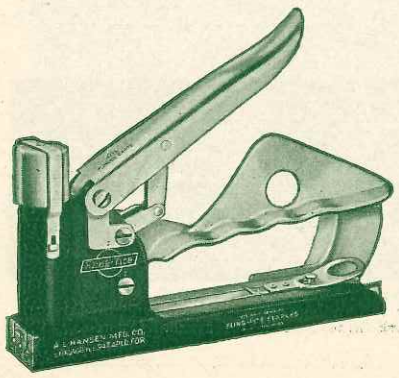
Rolls 48 in. wide by 25 ft. long. Per roll $3.25

KLING-TITE AUTOMATIC TACKER

KLING-TITE—The name known not only from coast to coast, but around the globe as the most efficient ONE-HAND tacker ever produced.

Kling-Tite has not been made merely to do a job, but ENGINEERED to do that job **quicker** and **better** over a greater period of time. The professional display man demands Kling-Tite BECAUSE—He knows they are correctly balanced—have a perfect grip that molds itself into any hand—an operating handle that travels just the right distance and with such ease that tacking becomes a pleasure—not work. That is WHY Kling-Tite will be found in large industries where tacking is a continuous operation all day long, yet the work is done by girls without strain or fatigue. Whether the work is light or heavy, material soft or hard, Kling-Tite asks no favors—IT SINKS THE TACK-POINT **FLUSH**—and they STAY SUNK, depending only on the operator. Will not mar surface.

You can buy CHEAPER tackers, cheaper staples, but you CAN'T BUY more downright efficient tacking service at any price.



Every Kling-Tite tool carries a serial number, registered both with the factory and distributor for the protection of the buyer in case of loss or theft. Every Kling-Tite Tacker is unconditionally guaranteed and each machine sold by us will be maintained free of service cost, provided that **ONLY Genuine trade-marked** Kling-Tite Tack Points are used therein and that the machine has not been abused.

If you have a tacking job—Kling-Tite will do it!

Model T-3—Kling-Tite. Each $6.00

(Uses either No. 33 or No. 34 Tack Points)

No. 34—Kling-Tite Tack Points (¼ in. legs). Per box 5000 ..... $2.00

No. 33—Kling-Tite Tack Points (⅜ in. legs). Per Box 5000 ..... $2.00

CORRUGATED CUT-OUT VALANCES, BORDERS AND PANELS

All new—original. Die-cut of sturdy white corrugated—either plain or tinted. Just what you have been waiting for—for your window and interior displays. Use along ledges, for valances, as edgings and to ornament panels, for backgrounds (over any contrasting or harmonizing colored papers, lights or materials) and in many other ways. May be cut apart and used separate.

DIE-CUT COLORED SPRING LEAF VALANCE

No. PK-19—Beautiful die-cut leaves colored in tones of green. May be used as a panel, or easily separated on perforations indicated by white lines, or leaves may be cut apart and used separately. Rolls 30 in. wide by 12½ ft. long contain 25 ft. of 18-in. valance. Per roll..... **$4.00**

DIE-CUT EASTER VALANCE

No. PK-21-A—Easter valance airbrush colored in bright shadings of Eastertide. The illustration shows a 72-in. section of our new Easter valance, the design being repeated every 72 in. for the entire length of the roll. Rolls 30 in. high by 12½ ft. interlocked to give you 25 ft. of 15-in. valance.
Per roll **$4.50**
No. PK-21-W—All white valance. Per roll..... **$2.70**

DIE-CUT FLOWER BORDER VALANCE

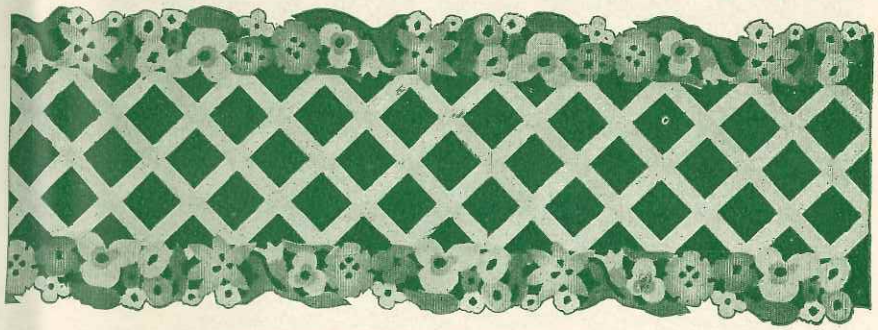
No. PK-24-A—A necessity for your spring displays is this valance with flowers airbrushed in four colors. The border is 8 in. high and comes in rolls 12 in. wide and 12½ ft. long, interlocked, to give you 25 ft. of an 8-in. border.
Per roll **$1.70**
No. PK-24—All white border. Per roll..... **90¢**

PATRIOTIC DIE-CUT COLORED VALANCE

No. PK-26—The American theme in a unique design die-cut from corrugated in continuous rolls and finished in red, white and blue. This valance is ideal for window and interior displays for Lincoln's and Washington's Birthdays, as well as Decoration Day and Fourth of July. Rolls 18" wide x 20'. Each..... **$4.00**

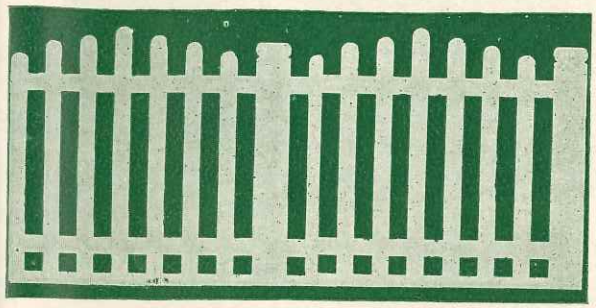
DIE-CUT GARLAND VALANCE

No. PK-25-W—A modern trim for your display is assured with this new garland. It is 4 in. wide and 25 ft. long, die-cut from white corrugated. Per roll.. **60¢**
No. PK-25-G—Garland in gold finish, 4 in. wide, 25 ft. to roll. Per roll..... **90¢**



CORRUGATED DIE-CUT LATTICE AND FLOWERS

No. PK-22-A—This new number is one of the features of our spring line. The entire design is 28 in. wide and comes in rolls 20 ft. long. The flowers are **colored** in pastel shades and may be easily cut apart and used elsewhere. Trellis, arches and valances are some of the many ways this new number can be used. Per roll..... **$5.00**
No. PK-22—The same design as PK-22-A with the exception that the flowers are **not colored. All white corrugated** only. Per roll..... **$3.30**



DIE-CUT GATE FENCE

No. PK-01—This new gate fence is die-cut from sturdy white corrugated. It is 28 in. tall at its highest point. The pickets are 2 in. wide and the posts 4 in. wide, each post being three feet apart. Packed 20 ft. to the roll.
Per roll **$3.20**

DIE-CUT SAIL BOAT VALANCE

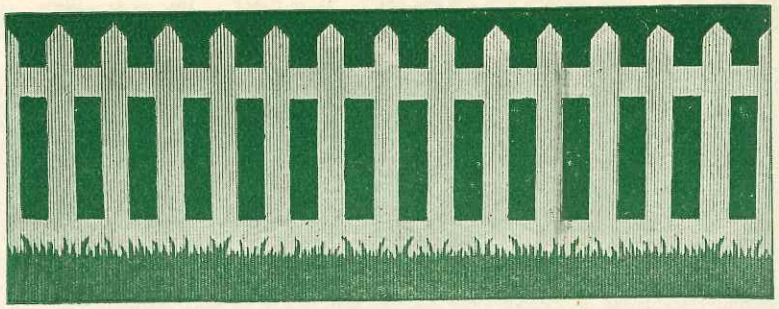
No. PK-20—Die-cut from white corrugated, this new valance is 18 in. high and comes in rolls 20 ft. long. Each large sail boat is three feet apart, which gives you an idea of its airy expanse. Per roll..... **$2.45**

DIE-CUT WHITE CAP OR WAVE VALANCE

No. PK-05—A die-cut valance for that nautical atmosphere. The rolls are 12 in. wide by 12½ ft. long, interlocked, to give you 25 ft. of 9-in. wave. Made of white corrugated only. Per roll..... **75¢**

CORRUGATED DIE-CUT SWAN VALANCE

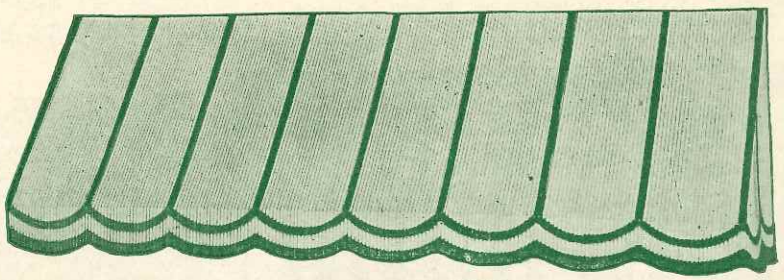
No. PK-23—For use in January or May white sales and as an ever neat design for a unique display. Swans are 3 ft. wide and 15 in. high. This is a continuous design in rolls 30 in. wide and 12½ ft. long interlocked to give you 25 ft. of 15-in. valance. White corrugated only. Per roll..... **$2.45**



LAWN FENCE VALANCE No. RS-971

Size 20" wide x 20' long

A white die-cut picket fence with air-brushed grass green lawn at base. Try draping sprays of artificial flowers through the slats of the fence and you create a natural spring atmosphere. Packed in corrugated cartons. Priced at..... **$2.75**

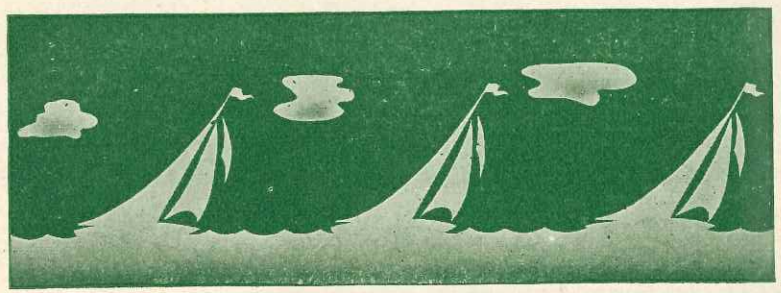


REDITRIM AWNING

A snappy yet simple awning design adaptable to most every display purpose. Available in **Blue on White, Red on White, Orange on White or Green on White.** Each roll is packed in an individual corrugated carton.

Size 12" wide x 25' long. Per roll..... **$2.00**

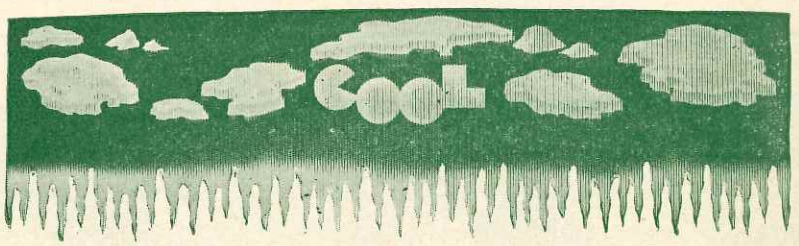
Size 20" wide x 25' long. Per roll..... **$2.50**



SAILBOAT VALANCE

No. RS-974—Size 20" wide x 25' long

What could be more descriptive of the Spring and Summer season than sailboats on the horizon? Beauty in design and restful to the eye. White on Napoleon Blue Corrugated. Packed in individual cartons. Price per roll..... **$3.75**



ARCTIC VALANCE

No. RS-937—In rolls 20" wide x 25' long

This valance will probably make you shiver even in the hottest day of Summer. Just what you have been looking for. Available in Lupine Blue, White and Pale Green on a background of National Blue. A 12" die-cut icicle edge adds to the icy effect of this Summer Valance. Priced at, per roll..... **$2.50**

SONGBIRD VALANCE

No. RS-975—Size 20" wide x 25' long

A gay songbird announcing the change of season. Plenty of human appeal—an ideal valance to inspire cheerfulness. Brown and Green on Copenhagen Blue Corrugated. Packed in individual cartons. Price per roll..... **$3.25**

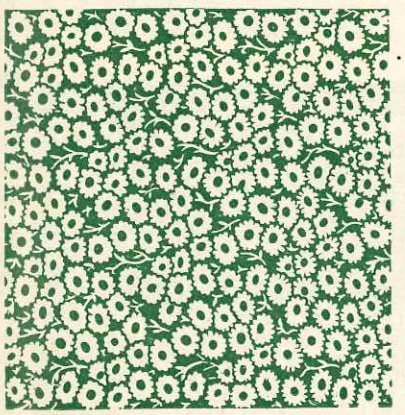
REYTRIM FANS

Have You a Display Problem That Perplexes You? Here's a Solution—An innovation! A machine-pleated corrugated fan—metal ring attached at bottom—with such a varied selection of uses you'll be amazed and won't consider being without a complete selection of colors and sizes. Use them to brighten up dark corners—to finish off displays—to diversify your merchandise set-up and to warrant a new lease on the general attraction of your commercial displaymanship.

Size 15" high x 30" wide. Price..... **75¢**

Size 30" high x 60" wide. Price..... **$1.50**

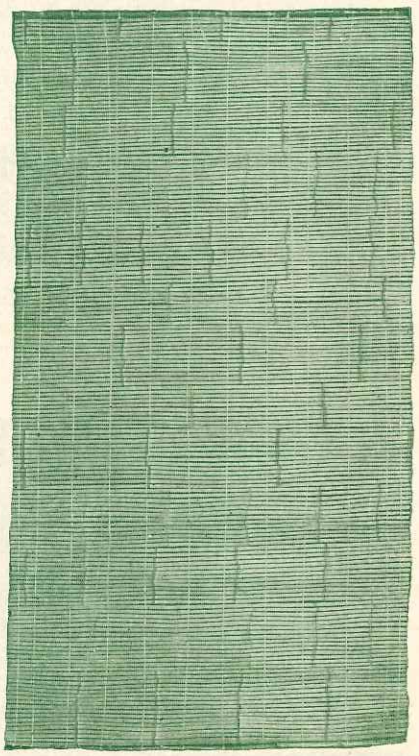
Colors: Rainbow, White, Napoleon Blue, American Beauty, Canary Yellow, Violet, Apricot, Nile Green.



DAISY DESIGN REDITRIM CORRUGATED No. DDS-39

Size 48" x 12' long

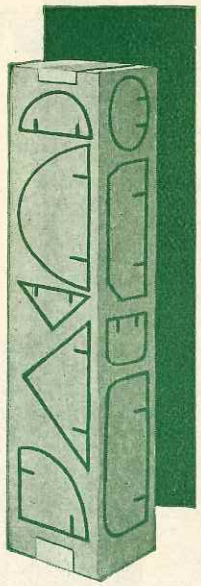
Symbolic of the spring and summer seasons, this daisy design is executed in spring tones of Green, White and Yellow—a perfect background for Spring and Summer merchandise of any description. Per roll..... **$3.25**



REAL BAMBOO AWNINGS

Made of genuine slit bamboo. 48 in. wide with 72-in. drop. Complete with 2 hanging brackets, 2 pulleys and cord. Can be raised or lowered at will. Double-faced for window display and practical sunshade use. Complete each..... **$1.95**

Per dozen..... **$19.50**



EXCLUSIVE CAPEDAFORM CARTON

ALFABEX rolls are put up in the **Capedaform** Carton — with display stand forms printed over the entire shipping carton. Cut the forms out and cut Alfabex any height you want the display stand (see sketch). Use cardboard or wood for tops—a trifle larger than forms.

NOW... You Can Use Cut-Out Letters on Your Displays

ALFABEX

A NEW STANDARD IN COLORED CORRUGATED WITH 5 EXCLUSIVE FEATURES

1. **Letters and numerals** outlined over entire backing—5 in., 4 in. and 2 in. high. (33 sets of letters and 22 sets of numerals ready to cut on every roll.)
2. **Heavier weight** (70 lb. compared to 50 lb. standard materials) giving added rigidity for displays and pedestals and eliminating the "wave" of lighter materials.
3. **Nineteen perfectly matched colors**—in proper tones and values—according to Munsell Color Atlas—to assure modern correct color harmony.
4. The 60 in. x 20 ft. rolls are packed in the **Capedaform carton**—with display stand forms outlined over entire shipping carton. Suggestion bulletin showing ideas.
5. **Sunfast Colors**—high in "Fadometer" tests.

ALFABEX Comes in 19 Sun-Fast Colors

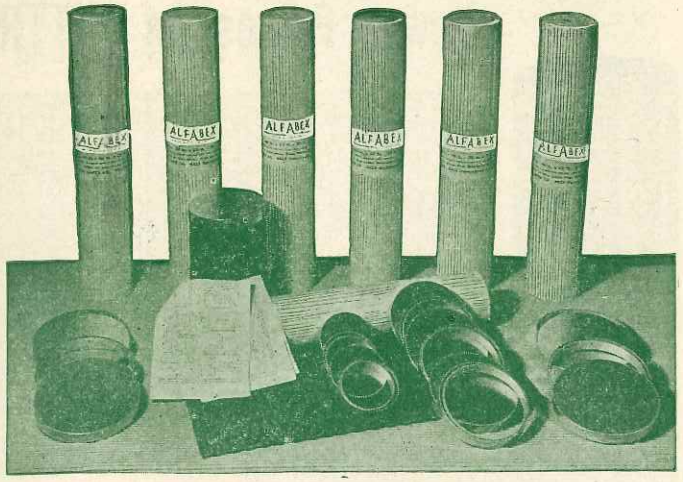
ALFABEX is the smaller heavier flute corrugation—the same as the standard brands with a new process of coloring that gives a richer effect and a much faster color than any other corrugated board on the market.

No. AC-25—National Red	**No. AC- 58—Lilac**
No. AC-27—Old Rose	**No. AC- 60—White**
No. AC-29—Rose Pink	**No. AC- 75—Tobacco Brown**
No. AC-32—Liberty Blue	**No. AC- 82—Canary Yellow**
No. AC-35—Light Blue	**No. AC- 85—Ivory Yellow**
No. AC-38—Azure Blue	**No. AC- 93—Emerald Green**
No. AC-42—Mand. Orange	**No. AC- 95—Apple Green**
No. AC-44—Goldenrod	**No. AC- 97—Light Green**
No. AC-46—Fawn Tan	**No. AC-100—Black**
No. AC-55—Plum Purple	

Alfabex Sample and Color Card on Request.

Rolls 60 in. wide by 20 ft. long. Every roll in a Capedaform carton. **$3.00**

1 to 9 rolls.	Per roll		
10 to 24 rolls.	Per roll		$2.85
25 to 40 rolls.	Per roll		2.70
No. AC-105—Silver.	60 in. x 20 ft.	Per roll	4.00
No. AC-110—Gold.	60 in. x 20 ft.	Per roll	4.00

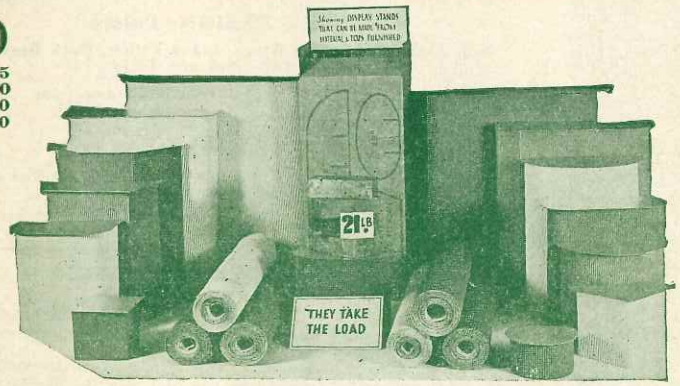


ALFABEX DISPLAY ASSORTMENT No. 1

6 Rolls of ALFABEX (30 in. wide, 10 ft. long). Six seasonal harmonizing colors. **10 Pedestal-Ring Sets** for forming sturdy Display Stands—4 sets 9 in. diameter, 4 sets 7 in. diameter, 2 sets 5 in. diameter. **Silver Chrome Finish.**
With Display Idea Book, complete..... **$5.85**
Packed in Capedaform carton.

Sturdy and Beautiful Display Stands

EASILY AND QUICKLY ASSEMBLED



Complete Alfabex Display Assortment No. 2

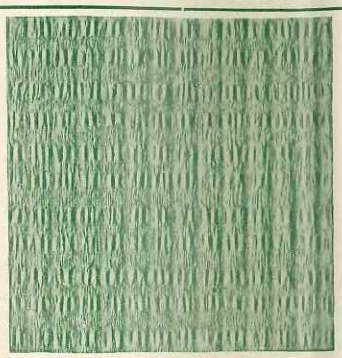
It contains: Six (6) rolls of ALFABEX in seasonal colors, size 30 in. x 10 ft. Fourteen (14) display stand tops of various shapes and sizes made of heavy matboard, silver finish, to fit forms printed on corrugated carton. These stands and plateaus are easily and quickly assembled by following instructions. One (1) complete Idea Book showing dozens of display ideas in the use of corrugated material not found elsewhere. Packed in Capedaform carton. **$5.85**

The New Velton Display Paper

A crinkled, heavy-duty crepe paper which is soft and pliable. Recommended for covering floors, backgrounds, table tops, display plateaus and blocks. Available in thirty beautiful colors. Rolls 60 in. wide by 20 ft. long (100 square feet). Each roll boxed. Shipping weight 7½ lbs. to roll.

No.	No.
RV-101—White	**RV-120—Grass Green**
RV-102—Gray	**RV-124—Powder Blue**
RV-103—Black	**RV-125—French Blue**
RV-105—Orchid	**RV-126—NationalBlue**
RV-106—Wood Violet	**RV-130—Canary**
RV-107—Purple	**RV-131—Med. Yellow**
RV-109—Pink	**RV-132—Golden Yel.**
RV-110—Salmon	**RV-133—Orange**
RV-111—Amer.Beauty	**RV-135—Sand**
RV-112—Fuchsia	**RV-136—Golden Brn**
RV-115—Spring Green	**RV-137—Dark Brown**
RV-116—Apple Green	**RV-140—Scarlet**
RV-117—Nile Green	**RV-141—Flame**
RV-118—Jade Green	**RV-144—Apricot**
RV-119—Emerald Grn	**RV-145—AntiqueIvory**

1 to 9 rolls. Per roll..... **$2.25**
10 to 24 rolls. Per roll..... **$2.00**
25 to 49 rolls. Per roll..... **1.75**
Write for sample color swatches.



THE NEW TRATON

With Corrugated Backing

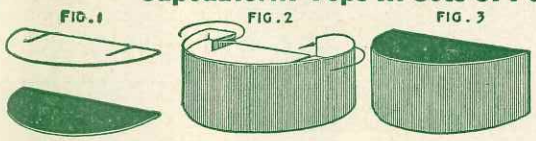
(Illustration is ½ size reproduction)

The surface paper is Velton which is reinforced with corrugated backing. Recommended for displays demanding unusual strength and rigidity. Rolls 59 in. wide by 15 ft.

No.	No.
RT- 1—White	**RT-20—Grass Green**
RT- 2—Gray	**RT-24—Powder Blue**
RT- 3—Black	**RT-25—French Blue**
RT- 5—Orchid	**RT-26—National Blue**
RT- 6—Wood Violet	**RT-30—Canary**
RT- 7—Purple	**RT-31—Med. Yellow**
RT- 9—Pink	**RT-32—Golden Yellow**
RT-10—Salmon	**RT-33—Orange**
RT-11—Amer. Beauty	**RT-35—Sand**
RT-12—Fuchsia	**RT-36—Golden Brown**
RT-15—Spring Green	**RT-37—Dark Brown**
RT-16—Apple Green	**RT-40—Scarlet**
RT-17—Nile Green	**RT-41—Flame**
RT-18—Jade Green	**RT-44—Apricot**
RT-19—Emerald Grn	**RT-45—Antique Ivory**

1 to 9 rolls. Per roll..... **$3.00**
10 to 24 rolls. Per roll..... **$2.85**
25 to 49 rolls. Per roll..... **2.70**

Capedaform Tops in Sets of Fourteen



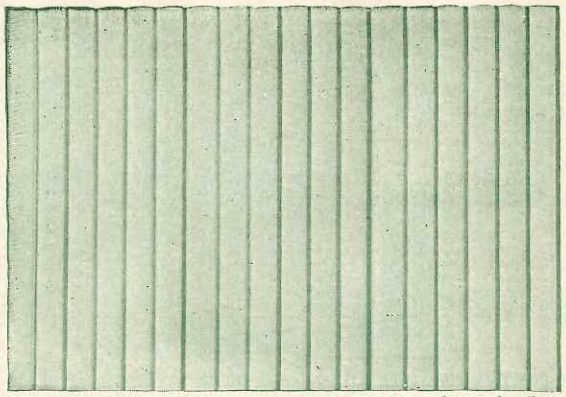
No. AN-1719 — Die-cut to fit the carton forms. For making sturdy display stands. These tops are extra heavy matboard — 24-ply — silver on one side and black on the other for reversible use, with extension edge. Last a long time. **Capedaform Tops.**
Per set of 14..... **$1.95**

WAV-E-FEX—The Newest Decorative Floor Paper

Rolls 100 sq. ft. 52 in. wide by 23 ft. long.

An extra heavyweight embossed paper created for covering panels, pillars, window and case backgrounds—boxes and fixtures—and a "natural" for flooring. The three color-tone of the zig-zag design creates an optical illusion of "depth." 100 square ft. rolls—52 in. wide by 23 ft. long.
No. AF-1169-N—WAV-E-FEX—Five good colors—National Red, Azure Blue, Liberty Blue, Emerald Green, Silver.
Per roll 52 in. wide by 23 ft. long..... **$2.25**
No. AN-1720-A—STAR-E-FEX—Same heavy paper—embossed with Silver Stars on Liberty Blue ground..... **$2.75**

Lower Prices on BUTTRESS DISPLAY BOARD in Stock for Immediate Delivery



As illustrated above, Buttress Board is 18 ribs wide, each rib is 1⅝ inches. Grooves are approximately ½ inch wide and ½ inch deep, reinforced with Kraft backing.

This board has the appearance of a fine lacquered wood and feels like a fine kid glove.

The board stands alone. Requires no support or framework. The board is fabricated from heavy tough paper. Will not buckle, swell or warp, as the board is rolled with the grain or length of the paper, reinforced with heavy brown Kraft paper backing which holds all channels and ribs in place.

The ribs are 1⅝ inches wide with lapped edges so you can have the board as wide as required.

For unusual effects the board can be painted or decorated by any method.

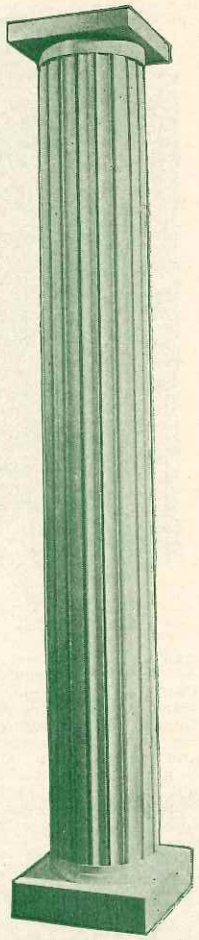
This is the widest display board on the market. It is not a one-time display paper but a display board that can be used many times, saving time, money and labor.

Buttress Display Board is used for all types of display work, window and interior decorations—booths, floats, pedestals, plateaus, false-walls, partitions, ceilings or wherever an ultra modern effect is desired. It is especially adapted for unit displays and backgrounds.

Display and advertising men say that the board is the most practical and the least expensive on the market and recognize the fact that outstanding window and interior displays are prime factors in stimulating business.

The Buttress Board column shown to the left is 8 inches in diameter. Made of Convex Board and held in place with our Colordex Ring Sets, it is self-standing and makes a sturdy, beautiful column from a ½ sheet.

The column to the right is made of the Concave style Buttress Board, using the assembly units illustrated below for the base and cap. The Concave Board is made in white only, size 8 ft. high by 3 ft. wide.



This is Sample of Concave

CONVEX DESIGN: White

3 ft. x 6 ft.	Per Sheet
1 to 9 sheets	$2.00
10 or more sheets	1.80

3 ft. x 8 ft.	Per Sheet
1 to 9 sheets	$2.65
10 or more sheets	2.40

Package charge 25c on less than 3 sheets of the above sizes.

3 ft. x 10 ft.	Per Sheet
1 to 9 sheets	$3.30
10 or more sheets	3.00

3 ft. x 12 ft.	Per Sheet
1 to 9 sheets	$3.95
10 or more sheets	3.60

Package charge 50c on less than 3 sheets of the above sizes.

CONVEX DESIGN: Colors

Red, Light Blue, Light Green, Light Yellow, Dark Brown, British Tan, Buff and Ivory

3 ft. x 8 ft.	Per Sheet
1 to 9 sheets	$3.60
10 or more sheets	3.35

Package charge 50c on orders less than 3 sheets.

CONCAVE DESIGN: White only

	Per Sheet
3 ft. x 6 ft.	$1.35
3 ft. x 8 ft.	1.80
3 ft. x 10 ft.	2.25
3 ft. x 12 ft.	2.70

Any quantity. Packed 6 sheets to a carton.

Package charge 50c per carton on any quantity.

"THE ARISTOCRAT" DESIGN

THE ARISTOCRAT is rolled with a heavy 35-point paper, with a beautiful, soft WHITE velvet finish. The wide rib or panel is 5½ inches wide, reinforced to prevent sagging, with six ribs or panels to the 36-inch wide sheet.

Made in WHITE only—standard lengths of 6, 8, 10 feet high by 36 inches wide, with lapped edges, so you can join the sheets together for any width desired.

The ARISTOCRAT stands alone, requires no support or framework, can be used many times, as the board is fabricated from heavy tough paper. Made for wear and tear.

The board can be painted, sprayed or decorated by any method.

ARISTOCRAT DESIGN—The Aristocrat Design Prices:

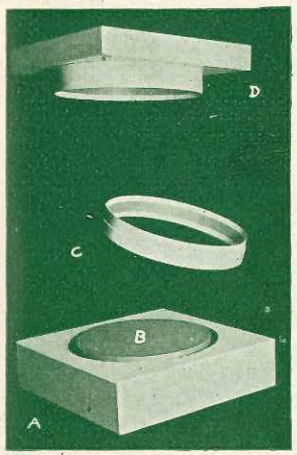
3 ft. x 6 ft.	Per Sheet
1 to 9 sheets	$2.70
10 or more sheets	2.50

3 ft. x 8 ft.	Per Sheet
1 to 9 sheets	$3.60
10 or more sheets	3.35

3 ft. x 10 ft.	Per Sheet
1 to 9 sheets	$4.50
10 or more sheets	4.20

PACKAGE CHARGE

25c on orders for less than three sheets of 6 or 8 ft. and 50c on the 10 ft.



Most Beautiful and Easily Set-Up

COLUMN

Ever Made

It takes less than two minutes to set up full-round, self-standing, 12-inch display columns with this new Column Assembly. (Patent pending)

No tools, no supports no nails, no adhesives

Just wrap Buttress Board around drum (B) set up in base (A) and slide ring (C) down and place cap (D) on top.

No more need of heavy and expensive plaster columns for beautiful effects. Columns made this new way can be taken down without injury to assembly or Buttress Board, which may be used again and again for other purposes. Full-round and self-standing, these columns are excellent for departments as well as for windows. Four pieces to the set; (A) Base, 15x15x4 inches; (B) Inner supporting drum; (C) Base Ring; (D) Cap, 14x14x4 inches. White only. Buttress Board not included. Per set..... **$2.50**

Also Available for Making ½ Columns

Half-Column Assembly uses ½ sheet of Buttress Board. Constructed similar to Column Assembly. Four pieces: Base (AA), 15x8x4 inches; Half-round Supporting Drum (BB); Half-round Base Ring (CC) and Cap (DD), 14x7x4 inches. White only. Buttress Board not included. Per set..... **$1.75**

NO-FLAME FIRE PROOFED COTTON BATTING

Fluffy, soft, snow-white cotton batting. Touch a match to it—AND IT WON'T BURN. Non-inflammable cotton batting is a recent and exclusive development.

Use this new cotton in your Christmas window displays. It minimizes the fire hazard. It makes good-looking snow for winter scenes. It can be used to fill out figures, under costumes. In fact, you'll find a dozen interesting uses for it the year 'round, if you keep it in mind.

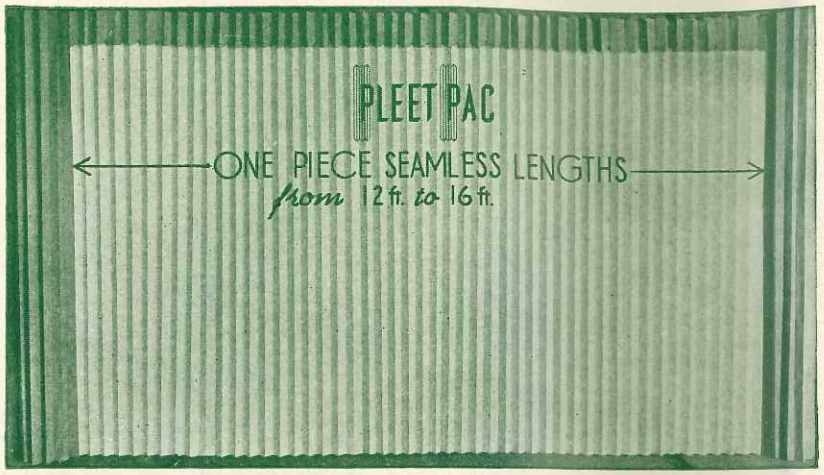
It is put up in rolls each weighing approximately 16 ounces and packed 8 rolls to the carton. Per 16-oz. roll..... **65¢**

Per carton of 8 rolls..... **$4.75**

New Sizes... PLEET PAC SEAMLESS BACKGROUNDS

Lower Prices

8 ft. high by 11 ft. 8 in. long - Each $5.75
8 ft. high by 14 ft. long - - - Each $6.75
8 ft. high by 16 ft. long - - - Each $7.85



. . . for Backgrounds, Columns, Fans, Post Trim, Venetian Shade Effects, High Reflective Qualities, Pedestals, Case Trim . . . you should use Pleet Pac

Pleet Pac is most practical, lending itself to an endless variety of display treatments. The material is solid and substantial. Can be readily handled by one man. Quick to install. One window took 4 minutes for installation. Just as practical in a large window as in a small; also for a small display as for a large showing. You don't have to cut **Pleet Pac** to fit a window. It is an all-purpose material, therefore requiring fewer "props." Can be made into a variety of shapes presenting your products in a dramatic background of color, lustre and texture.

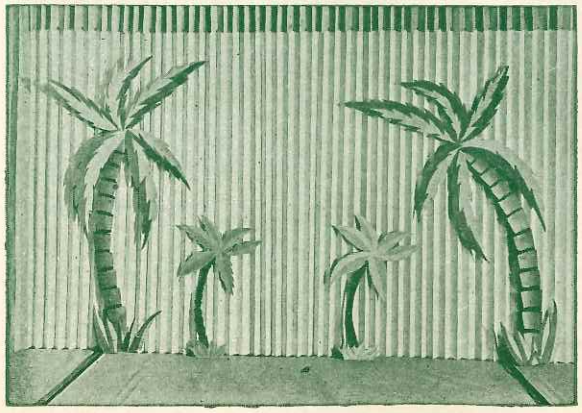
If your tastes are jaded because you haven't found anything NEW—remember **Pleet Pac** is NEW.

Find out about **Pleet Pac!** Take a hint from us that **Pleet Pac** is the one display medium which can give you the effects you are trying to get.

The Original 7½-Foot Sheet Prices Are Reduced

Heavy Vellum **Pleet Pac**, reinforced sheets, 8 ft. high by 7½ ft. wide, in **White or Sand.**
Price per carton containing 1 sheet..... $3.95

Heavy Foil **Pleet Pac** in sheets 8 ft. high and 6 ft. wide in **Silver, Gold, Burnt Orange, Copper, Blue or Red.**
Price per carton containing 1 sheet..... $4.95



The new **Pleet Pac** Seamless Backgrounds are made of heavy special paper in one piece in lengths from 11 ft. 8 in. to 16 ft., and 8 ft. high. Colors: **Spring Green, Light Blue, Yellow and White.** Packed in cartons each containing 1 background.

COLORS
Spring Green
Light Blue
Yellow
White

Fig. 3

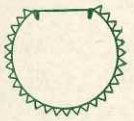


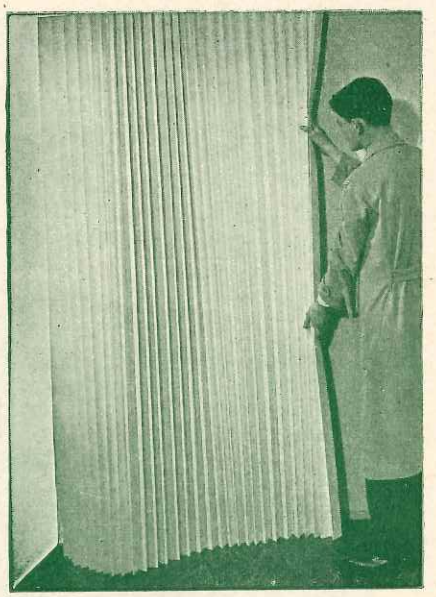
Fig. 2

Fig. 1

PLEET PAC COLUMNS
8 ft. high by 6 in. or 8 in. in diameter, with die-cut insert forms for quick and easy assembly. Each carton contains a set of 2 columns. Per set..... $2.25

COLUMN INSERTS
Illustrating an easy way to achieve column effects.
Price for inserts per dozen:
10 in. size. Per dozen..... $0.50
20 in. size. Per dozen..... 1.00

INSTRUCTIONS: Fold material around Fig. 1 and insert ends in slits as shown in Fig. 2. Insert two other die-cut pieces at top and center to complete the column as shown in Fig. 3.



Pleet Pac is easy to handle

A 2-column construction of Pleet Pac

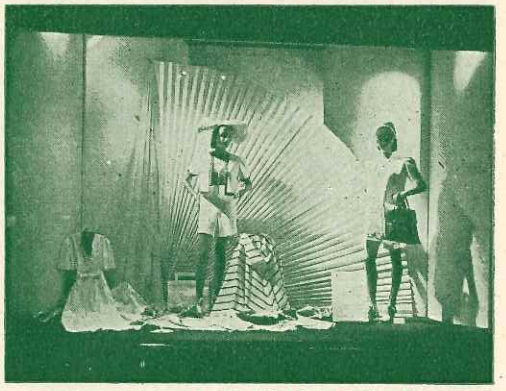


Photo courtesy of R. H. Macy & Co., Inc.

FAN INSTRUCTIONS
Figure B. Fan construction shows dotted line where cord goes through.

Figure A. Punch hole through material and insert cord.

Fig. B

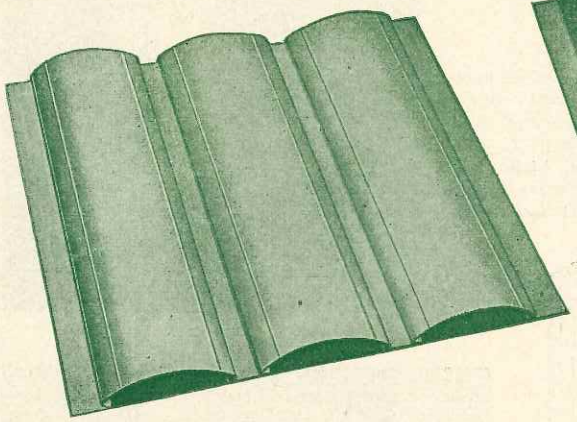
Fig. A

COLUMBIA ARCHITEX { CONSTRUCTED WITH A SUBSTANTIAL HEAVY KRAFT PAPER BACKING

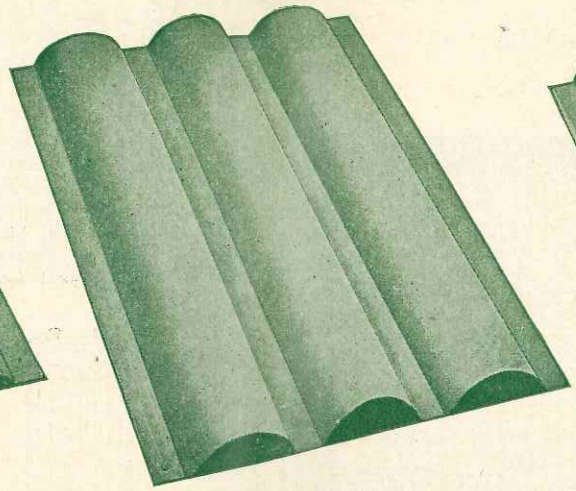
The three items featured at the top of this page are radically new. The heavy backing permits them to stand in place without support or framework. The backs are a fabricated tough Kraft paper which eliminates buckling, swelling or warping.

ROMAN, ARISTA and CURVEX are especially adaptable for unusual backgrounds and other scenic arrangements. They may also be used for pillars.

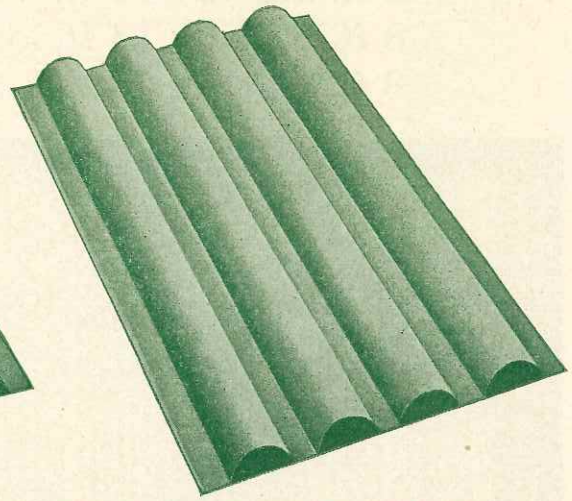
Rarely have items like these caught the fancy and preference of informed display men everywhere. Their classic design seems inspired by the form and beauty of the famous Greek columns of the Parthenon. This and the basic material, an oyster white, extra heavy vellum, give to ARCHITEX a beauty and loveliness which lend a compelling and arresting effectiveness to merchandise displays. The grooved and fluted panels produce the effect of expensive plaster or special milled wood. Packed 3 sheets to a carton.



ARISTA—5½-in. Groove with Score. Sheet 8 ft. high by approximately 4 ft. wide.
1 to 10 sheets. Per sheet.....**$4.00**
11 to 49 sheets. Per sheet..... **3.75**

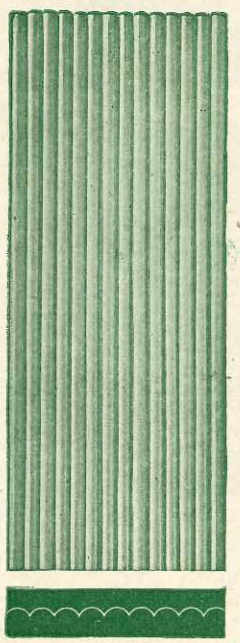


ROMAN—4-in. Groove. Sheet 8 ft. high by approximately 4 ft. wide.
1 to 10 sheets. Per sheet.....**$3.50**
11 to 49 sheets. Per sheet..... **3.25**



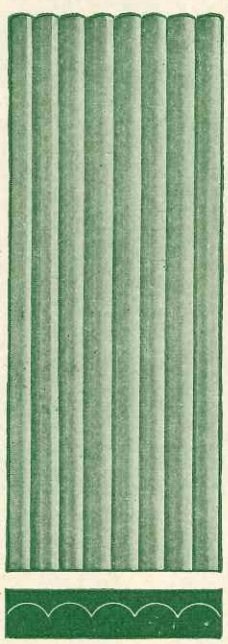
CURVEX—2½-in. Groove. Sheet 8 ft. high by approximately 4 ft. wide.
1 to 10 sheets. Per sheet.....**$3.50**
11 to 49 sheets. Per sheet..... **3.25**

VELLUM ARCHITEX (Unbacked)



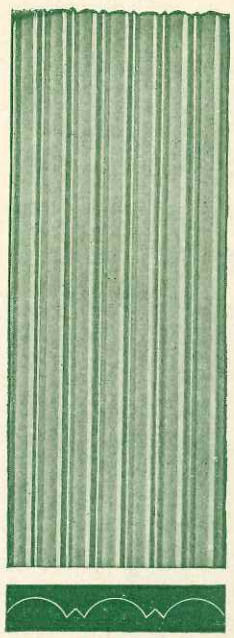
ARCHITEX
Design A — 1¼-in. half round groove finished both sides. Sheets 40 in. x 7 ft. Each..... **$2.50**

Packing charge of 25c for less than 3 sheets.



Design C—Similar to Design A except 2½-in. groove. Sheets 7 ft. high by approximately 40 in. wide. Sheets, each..... **$2.50**

Packing charge of 25c for less than 3 sheets.



ARCHITEX
Design D — 2-in. half round groove with intervening ½-in. pleat, finished both sides. Sheets 40 in. x 7 ft. Each..... **$2.50**

Packing charge of 25c for less than 3 sheets.

ARCHITEX
Design G—Box pleat style, finished both sides. Sheets 40 in. x 7 ft. Each..... **$2.50**

Packing charge of 25c for less than 3 sheets.

ARCHITEX items reproduced at the bottom of this page are ideal for columns, backgrounds, display pedestals and platforms and decorative borders. ARCHITEX is so constructed and finished that either side may be used. This additional feature makes for greater economy and real versatility in display. Special color effects can be economically achieved by spraying and painting.

Sheet 7 ft. high by approximately 40 in. wide. Packed 3 sheets to a carton.
1 to 10 sheets. Per sheet.....**$2.50**
11 to 49 sheets. Per sheet..... **2.30**

Venetian Blind Style Architex

A 7-ft. wide by 20-in. deep Venetian Blind for decorative purposes can be made from one single (20-in.) sheet of Venetian Blind Architex.
No. A-6—2-in. Venetian Blind, pleat style, finished both sides. Sheets 20 in. high by 7 ft. wide. Per sheet..... **$1.50**

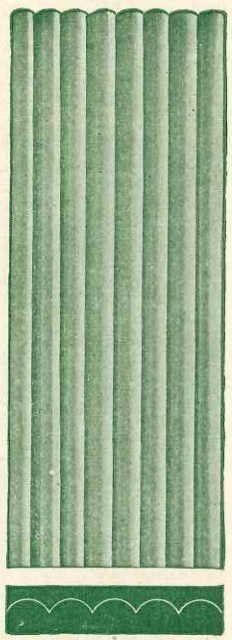
Architex Pedestal Sets

Architex Pedestal Sets consist of five complete 6½ in. diameter pedestals, one 24 in. high, two 18 in. high and two 12 in. high, made of Design A, White Architex. Each pedestal will support up to 75 lbs. One set in a carton, complete with caps for top and bottom. Per set (6½ in.)..... **$2.25**

Architex Jr. Decorative

A totally new and different product. The design is permanently embossed on a special heavy stock of a beautiful oyster white.

Created especially to satisfy the demands of the thousands of smaller stores who wanted **Architex** but could not pay the price for the regular product.



ARCHITEX JR.
Design H — 2-in. half round groove, finished both sides. Single sheets only 30 in. x 6 ft. Per sheet..... **$1.25**

Packed 6 sheets to a carton.

Packing charge of 25c for less than 6 sheets.

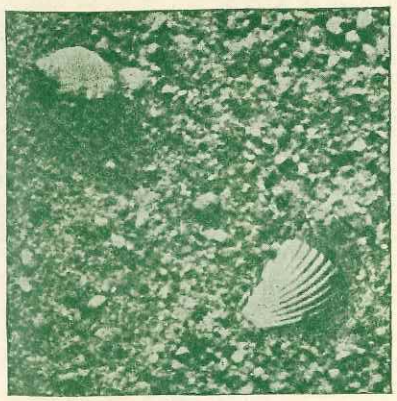
DISTINCTIVE NEW DISPLAY PAPERS

CEDAR WOOD GRAIN PAPER

26 in. wide by 25 ft. Per roll..... **$1.25**
26 in. wide by 100 ft. Per roll..... **4.50**

BIRD'S-EYE MAPLE WOOD GRAIN PAPER

26 in. wide by 25 ft. Per roll..... **$1.25**
26 in. wide by 100 ft. Per roll..... **4.50**



"SANDSCAPE" PAPER

Natural beach and shells with realistic sand coloring reproduced in Nalco "Sandscape" paper. Rolls 26 in. wide by 25 ft. long. Per roll..... **$1.25**

TECHNICOLOR

Background, Art and Poster Display Paper

Can be used with air-brush or water colors. Will not bleed. Dull coated one side — all vivid colors

No. DP-1903—Light Green
No. DP-1904—Dark Green
No. DP-1905—Buff
No. DP-1911—Bright Red
No. DP-1912—Dark Red
No. DP-1913—Black
No. DP-1914—White
No. DP-1915—Light Blue
No. DP-1916—Deep Blue
No. DP-1917—Topaz
No. DP-1918—Chinese Yellow
No. DP-1919—Tangerine
No. DP-1920—Light Brown
No. DP-1921—Light Buff

Put up in rolls 36 in. wide by 75 ft. to a roll. Per roll..... **$1.90**

Per half roll, 30 in. wide by 37½ ft. to a roll..... **$1.00**

BROWN MAHOGANY WOOD GRAIN PAPER

26 in. wide by 25 ft. Per roll..... **$1.25**
26 in. wide by 100 ft. Per roll..... **4.50**

BURL WALNUT WOOD GRAIN PAPER

26 in. wide by 25 ft. Per roll..... **$1.25**
26 in. wide by 100 ft. Per roll..... **4.50**

"BAMBOOTEC" RATTAN PAPER

Nalco "Bambootec" paper, rattan reproduction in an all-over design. In rolls 26 in. wide by 25 ft. long. Per roll..... **$1.25**

IMITATION SPANISH GRAIN LEATHER PAPER

A new all-purpose, pyroxylin treated display paper, hammer embossed. The colors, which sparkle with the brilliance of sunlight, are permanent.

Unusual color effects may be obtained from the unique duo-tone treatment.

An ideal display paper—is rub-proof—will not tarnish—soil-proof—may be safely cleaned with a damp cloth.

Put up in rolls 26 in. wide by 50 ft. Per roll..... **$2.85**

Half roll, 26 in. wide by 25 ft. Per half roll..... **$1.50**

Carried in stock in the following colors:

No. DP-3309—White and Silver
No. DP-3320—Green and White
No. DP-3330—Orchid and Green
No. DP-3319—Blue and Silver

Write for sample swatches.

KNOTTY ASPEN WOOD GRAIN PAPER

A beautiful, realistic printed wood grain paper for flooring, panels, backgrounds and showcases. Rolls 26 in. wide by 50 ft. long.

No. DP-2300—Ivory Aspen
No. DP-2301—Tan Aspen
No. DP-2302—Silver Aspen

Per roll..... **$1.50**

A NEW GRAIN EMBOSSED BIRCH BARK PAPER

This new paper is a natural two-tone Birch Bark. Its embossed two-tone color effect makes it the most realistic wood grain paper available. Rolls 26 in. wide by 50 ft. long.

No. DP-2402—Tan and Silver
No. DP-2403—Green and Silver
No. DP-2409—Grey and Silver

Per roll..... **$1.50**

"CORKTEC" PAPER

Nalco "Corktec" paper. Reproduction of natural cork in an all-over design, embossed. In rolls 26 in. wide by 25 ft. long. Per roll..... **$1.25**

26 in. wide by 100 ft. long. Per roll..... **$4.50**

Cork Briar Sheen No. BS-719 — Washable leatherette fabric in cork reproduction. 54 in. wide. Per roll of 12 yards..... **$6.00**

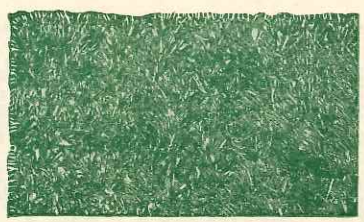
WHITE POLKA DOTS

A Distinctive New Display Paper.

The illustration is a half size reduction of this all-over pattern for Panels, Floors, Backgrounds and Coverings. White Polka Dots on the following iridescent finish colors:

No. DP-2285—Off White
No. DP-2286—Ivory
No. DP-2289—Canary Yellow
No. DP-2290—Seafoam
No. DP-2296—Light Apple Green

Roll 26 in. wide x 50 ft. Per roll..... **$1.50**



"GRASSCAPE" PAPER

Nalso "Grasscape" paper, a reproduction in bright green color of natural grass lawn effect. In rolls 26 in. wide by 25 ft. long. Per roll..... **$1.25**

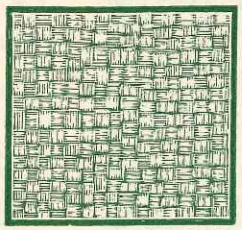
Decorative Aluminum Foil

For Window or Showcase Decorating. The following illustrations show the patterns and list of colors we carry IN STOCK

No. AF-103—Leatherette

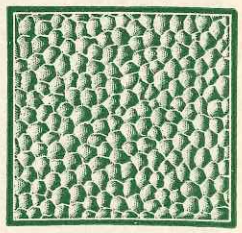
Silver, Gold, Bright Red, Emerald Green, Dark Blue

Illustration ½ Size.



No. AF-68—Monk's Cloth

Silver, Emerald Green, Salmon or Ash Rose, Dark Blue, Bright Red, Nile Green, Wisteria, Light Gold



No. AF-69—Hammered

Silver, Copper, Gold

Illustration ½ Size.

PRICES OF PATTERNS Nos. AF-68, AF-69, AF-103

Silver		All Colors and Gold	
25 in. wide, 100 ft. to a roll	$4.00	25 in. wide, 100 ft. to a roll	$4.75
25 in. wide, 50 ft. to a roll	2.25	25 in. wide, 50 ft. to a roll	2.60
25 in. wide, 25 ft. to a roll	1.50	25 in. wide, 25 ft. to a roll	1.70

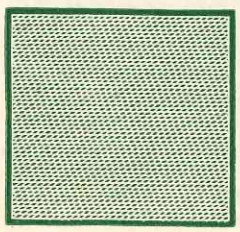
Write for Sample Swatches of Aluminum Foil.

PRICE LIST OF UNEMBOSSED PLAIN CHROME, BRIGHT SILVER, GOLD, COPPER BRIGHT BLUE, BRIGHT GREEN, BRIGHT RED

Silver		All Colors and Gold	
25 in. wide, 100 ft. to a roll	$4.75	25 in. wide, 100 ft. to a roll	$5.00
25 in. wide, 50 ft. to a roll	2.60	25 in. wide, 50 ft. to a roll	2.75
25 in. wide, 25 ft. to a roll	1.70	25 in. wide, 25 ft. to a roll	1.75

SATIN SILVER AND SATIN GOLD ALSO IN STOCK AT THESE PRICES

Super Bright Shiny Silver (like a mirror) at same prices as Gold and Colors



No. AF-74—Metal Weave

Dark Blue, Light Gold, Emerald Green, Sky Blue

No. AF-99—Tapestry

Silver, Green, Salmon or Ash Rose, Wisteria

Illustrated ¼ Size.

No. AF-104—Satin Moire

Silver, Bright Red, Gold, Emerald Green, Dark Blue

Illustration ½ Size.

No. AF-73—Northern Lights

Nile Green, Wisteria

Illustration ¼ Size.

PRICES OF PATTERNS Nos. AF-73, AF-74, AF-87, AF-91, AF-96, AF-99, AF-104

Silver

25 in. wide, 100 ft. to a roll.	Per roll	$3.75
25 in. wide, 50 ft. to a roll.	Per roll	2.00
25 in. wide, 25 ft. to a roll.	Per roll	1.25

Gold and All Colors

25 in. wide, 100 ft. to a roll.	Per roll	$4.50
25 in. wide, 50 ft. to a roll.	Per roll	2.25
25 in. wide, 25 ft. to a roll.	Per roll	1.25

No. AF-96—"Bubbles"

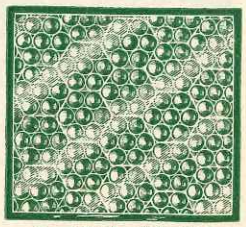
Silver, Gold, Red, Green.

Illustration ¼ Size.

No. AF-87—"Modernistic"

Silver, Gold, Red, Green, Purple.

Illustration ½ Size.



No. AF-91—"Circles"

Silver, Gold, Red, Green, Purple.

Illustration Actual Size.

New Heavily Embossed Aluminum Foils

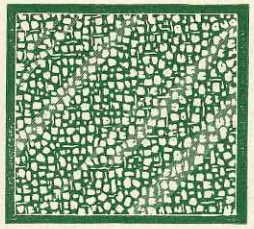


Illustration ¼ size

NEW BURLAP FOIL

No. AF-6—Gold and green, silver and green, brown and gold. 26 in. wide. $2.00

Per 25-foot roll..... $2.00

Per 100-foot roll..... $7.00

Illustration ¼ size

NEW WHIRLPOOL FOIL

No. AF-7—Red and silver, blue and silver, gold and blue. 26 in. wide. $2.00

Per 25-foot roll $2.00

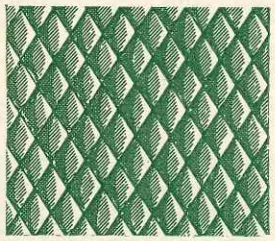
Per 100-foot roll..... $7.00

Illustration ⅛ size

Silver Star Decorative Aluminum Foil

No. AF-5—24 in. wide, 25 ft. to a roll. Silver stars on a blue foil background. Per 25-foot roll $2.00

Per 100-ft. roll 24 in. wide $7.00



QUILT FOIL

In rolls 26 in. wide by 25 ft. long

No. QP-10—Right in step for backgrounds, panels, flooring, showcases, etc. QUILT FOIL is a high-finish heavy backed foil with a puffed embossing, packed in rolls and available in bright red, green, blue, silver, gold, copper; also satin finish light blue, light green and orchid. Per roll..... $4.75

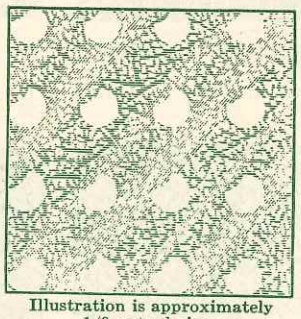


Illustration is approximately 1/9 actual size.

Green and white dots on silver aluminum foil and heavily embossed.

25 ft. roll, 24 in. wide. Per roll.. $2.00

100 ft.roll, 24 in. wide. Per roll.. $7.00

RED AND WHITE DOT EMBOSSED ALUMINUM FOIL

Red and white dots printed on silver aluminum foil and heavily embossed.

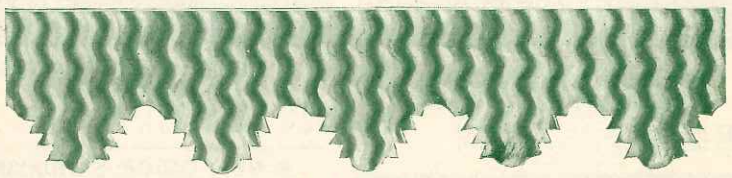
25 ft. roll, 24 in. wide. Per roll.... $2.00

100 ft. roll, 24 in. wide. Per roll.... $7.00

Blue and white dots printed on silver aluminum foil and heavily embossed.

25 ft. roll, 24 in. wide. Per roll.. $2.00

100 ft. roll, 24 in. wide. Per roll.. $7.00

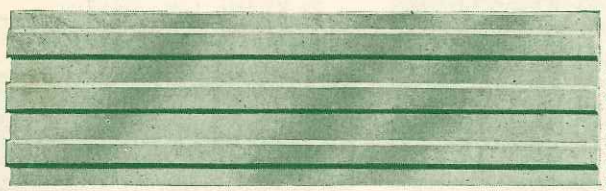


½ Actual Size

STREAMLINE FANCY DIE-CUT EDGING, BORDER, OR MOULDING

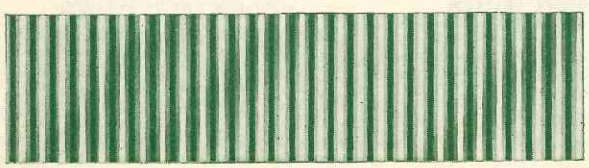
No. DC-770—Silver Ripple Corrugated Moulding. Silver Foil with backing of heavy Kraft paper. 100 ft. to the roll and 1¾ in. wide. Per roll..... $2.00

No. DC-771—Gold Ripple Corrugated Moulding. Gold Foil with backing of heavy Kraft paper. 100 ft. to the roll and 1¾ in. wide. Per roll..... $2.00



Kimbend Moulding

No. MK-99 has many distinct uses and advantages. It is pliable and can therefore be bent without breaking. The corners may be mitered to form square frames. Surface has metallic chrome face. Back—This material is gummed and will stick to most surfaces. Packing—Put up in rolls of 100 ft. in box 8 in. by 8 in. One roll of 100 feet 15/16 in. wide. If interested write for sample piece. Price $2.80



"RIPILEDGE"

No. MM-78 — A new gummed back, chrome faced foil decorative border in a pleated effect. Comes ⅞ in. wide by 100 ft. to roll. Silver or Gold. Per 100 ft..... $1.00

No. MM-2—Also available 2 in. wide by 50 ft. to a roll. Silver or Gold..... $1.00

Burlap Embossed Washable, Flexible Display Paper

It's Washable—Burlap Embossed's exclusive base and coating make it a durable, washable, waterproof, grease-proof, alkali-proof covering for counters, shelves, tables, display background panels, floors of display windows, etc. It is made on a tough fiber base, coated with a flexible, abrasive-resistant composition. It retains its fresh, new appearance even after repeated washings and hard use.

Easy to Handle—Burlap Embossed's flexible base and wide width make it one of the easiest and simplest coverings to handle. Burlap Embossed provides a fast and effective method of converting scarred and disfigured tables and counters into smart-looking display fixtures—and is ideal for a score of other uses.

It's Durable—Actual laboratory tests, for example, showed that after 5,000 rubs with a canvas covered five-pound weight no perceptible wear appeared! This is equal to many months of ordinary usage in a store.

Fade-o-meter tests showed that even after excessively long periods of subjection to sunlight Burlap Embossed is practically fadeless.

In rolls 48 inches wide by 12 yards long (144 square feet).

COLORS:

No. EB-501—Sea Foam Green
No. EB-504—Autumn Orange
No. EB-505—Sky Blue
No. EB-508—Red
No. EB-509—Buff
No. EB-512—White

Per roll..... $2.00
Half roll..... $1.25

No. EB-520—Silver Metallic. $2.25
Per roll.....
Half roll..... $1.40

POSTER BOND
BANNER PAPER

Unequalled for banners, streamers and art work. Has a hard, firm surface which produces clean and sharp lines. It is less absorbent and freer from buckling than most any other grade. Bleedproof and sunfast.

Put up in rolls 36 in. wide by 50 yards.

Carried in stock in the following colors:

No. DP-4400—White.	Per roll..	$1.25
No. DP-4401—Light Green.	Per roll..	1.35
No. DP-4404—Canary.	Per roll..	1.35
No. DP-4405—Goldenrod.	Per roll..	1.45

SILVER STAR FANCY PAPER

An Unusually Attractive Display Paper.

The illustration shows a half reduction of this pattern:

No. DP-2482—Blue with Silver Stars
No. DP-2470—White with Silver Stars
No. DP-2479—Green with Silver Stars

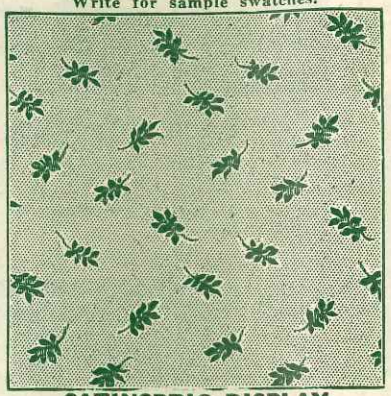
Roll 26 in. wide x 50 ft. $1.50
Per roll.....

TEXTILE EMBOSSED
Display Paper
"SUNFAST"

For window backgrounds, panels or floor coverings. A very tough and strong paper. Made of genuine No. 1 extra strong bleached Kraft. The colors are all high in "Fadometer" tests (almost fade-proof). Carried in stock in 15 beautiful colors.

No. TP- 1—Emerald Green
No. TP- 2—Red (very bright)
No. TP- 3—Light Green
No. TP- 5—Canary Yellow
No. TP- 6—Medium Blue
No. TP- 7—Light Blue
No. TP- 8—Dark (Royal) Blue
No. TP- 9—Lavender
No. TP-10—Light Gray
No. TP-11—White
No. TP-12—Black
No. TP-13—Buff
No. TP-14—Light Brown
No. TP-15—Mandarin
No. TP-16—Autumn Green

50 FEET to a roll— $1.50
26-inch widths. Per roll.....
Write for sample swatches.



SATINSPRIG DISPLAY PAPER

The illustration is half-size reduction of a new mica-coated embossed display paper for showcases, panels and floors. Seven attractive solid colors with design embossed on the paper.

No. DP-5108—Orange
No. DP-5109—Light Blue
No. DP-5063—Nile Green
No. DP- 629—Buff
No. DP-5031—Ivory
No. DP-5061—Tan
No. DP- 540—Red Brown

Rolls 26 in. wide x 50 ft. $1.50
Per roll.....

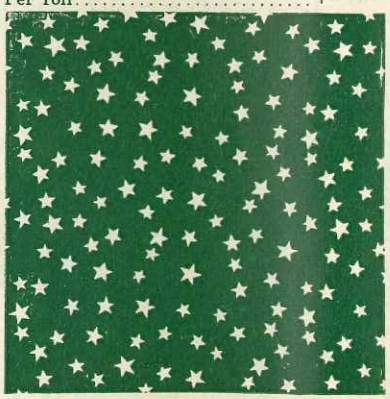


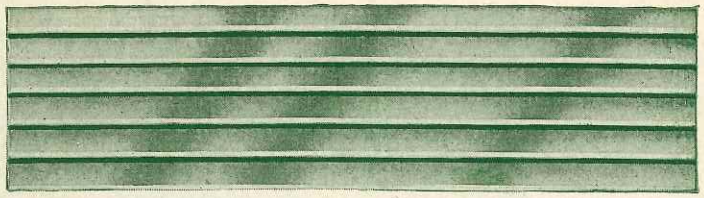
Illustration is quarter-size reduction

CHRISTMAS STARS

A medium large, bright star on dull white, blue or red background. An excellent paper for showcases, panels, post decorations and plateau coverings.

No. DP-2177—Blue and Silver Star
No. DP-2178—Red and Silver Star
No. DP-2179—White and Silver Star

Per roll of 50 feet, 26 inches wide..... $1.75



LUSTRE RIB BORDER OR BANDING

The ideal all-purpose display tape at a low price. Can be used in a great number of ways. A necessary decorative item for every display department for producing a really smart finish to any trim. Made of genuine metal foil on heavy paper back, lacquered, tarnish-proof 75¢

No. DC-780—Silver. 1-inch wide.....

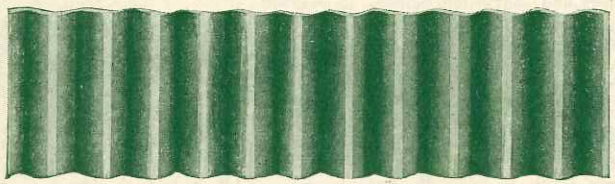
No. DC-781—Gold	No. DC-786—Nile Green
No. DC-782—Copper	No. DC-788—Red
No. DC-783—Pale Green Dull Finish	No. DC-789—Emerald Green
No. DC-784—Orchid Dull Finish	No. DC-790—Dark Blue
	No. DC-791—Black

All colors per 100-foot roll (1 in. wide)..... 80¢

No. DC-779—Silver, 2 in. wide. $1.45
Per 100-foot roll.....

No. DC-681—Gold No. DC-688—Red	No. DC-689—Dark Green
No. DC-682—Copper	No. DC-690—Dark Blue

All colors per 100-foot roll (2 in. wide). Per roll..... $1.50



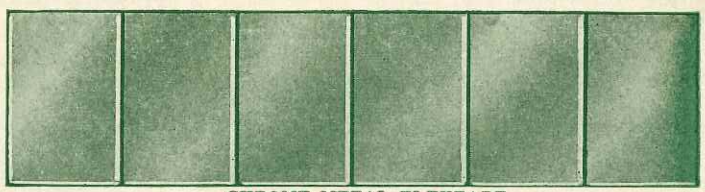
Exact Size

CORRUGATED FOIL MOULDINGS OR EDGINGS

No. MK-599—A foil moulding mounted on a Kraft paper back which is gummed and corrugated. 15/16 of an inch wide. Comes 85 feet to a roll. There are really 100 feet of tape in a roll when flat but the corrugation reduces the length to 85 feet. Silver or Gold. $1.00
Per roll.....

PLAIN FOIL MOULDING

No. MK-600—A bright Chrome foil moulding without any corrugation. Mounted on a Kraft paper back which is gummed. 15/16 of an inch wide. $1.00
100 feet to the roll. Silver or Copper. Per roll .....



CHROME METAL FLEXTAPE

The Newest Border in Silver Chrome Metal, Gold or Copper Metal. $2.15
1 in. wide, 24-ft. roll.....

FOIL COVERED FLEXTAPE

Colors: Gold, Silver, Blue, Red and Green Foil. $2.00
1 in. wide, 72-ft. roll.....

MIRROR CHROME SHAPED METAL MOULDING

¾ in. half round shaped, flat metal Bright Chrome Finish. Approximately 100 ft. to coil.

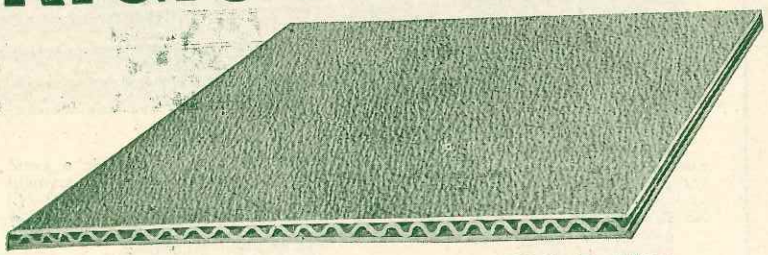
½ in. wide by approximately 100 ft. Per roll..... $2.75
¾ in. wide by approximately 100 ft. Per roll..... 3.75

MIRROR CHROME FLAT METAL MOULDING

Plain Flat Chrome Metal Moulding, 100 ft. to the coil.

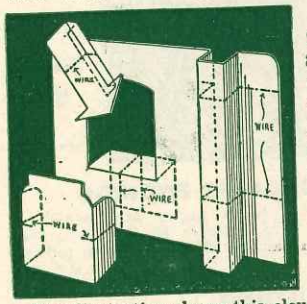
½ in. wide by approximately 100 ft. Per roll..... $1.95
¾ in. wide by approximately 100 ft. Per roll..... 2.75

RIGICOR Double Faced Rigid Display Board

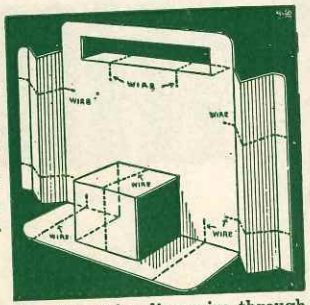


51 in. x 96 in. — Embossed Surface, White Backing

The new corrugated display board with a million uses in display work. RIGICOR—A beautiful heavy double-faced corrugated board—14 sunfast colors—(with white on reverse side)—rich leather-like embossed surface—sheet size 51 in. x 96 in.—packed 10 sheets to bundle. A perfect board for display panels, self-supporting displays for attaching merchandise, for sturdy display stands, steps, etc. Ideal surface for hand-lettering, air-brushing and silk screen process work. Suggestion bulletin shows how to make self-supporting display stands, etc., by inserting wire (pat. pend.) in flutes, scoring and bending to shape without forms, easels or any other support. RIGICOR is easy to cut and will score and bend without cracking. **Color samples and suggestion bulletin on request.**



THE WIRE CONSTRUCTION IDEA MAKES IT EASY AND SIMPLE TO USE RIGICOR without the use of easels, forms, die-cut slots, etc. (Pat. Pend.)



The illustration shows this clever idea—simply insert ordinary bending wire through (or across the flutes—score before or after—by hand or machine—and bend to form)—IT STAYS THERE!

This wire construction can be used—perfectly—for side-wing displays—steps and stands—shadow boxes, etc. The purchaser of Rigicor is privileged to use this wire construction in any way they may desire to apply.

Per Bundle—10 sheets (one color) to a shipping carton.
Size 51 x 96 in.
340 Square Feet..... **$12.00**

F. O. B. Indiana Factory.

14 SUNFAST COLORS

No. 25—National Red	No. 75—Tobacco Brown	No. 46—Fawn Tan
No. 42—Mandarin Orange	No. 60—White	No. 100—Black
No. 82—Canary Yellow	No. 95—Apple Green	No. 86 —Ivory Yellow
No. 93—Emerald Green	No. 32—Liberty Blue	No. 97 —Light Green
No. 38—Azure Blue		No. 35 —Light Blue

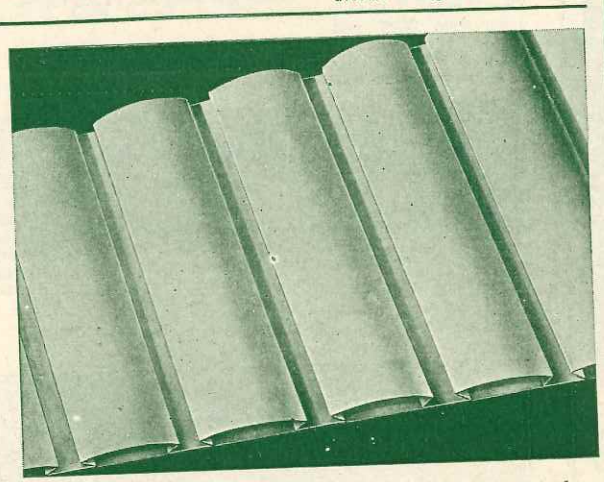
NEW!

Streamlined

Barthas Display Board

●

STANDS ALONE



The board has the appearance of a fine lacquered wood and feels like a fine kid glove. Requires no support or framework. The board is fabricated from heavy, tough paper. Will not buckle, swell or warp. Standard 8 ft. high by approximately 40 inches wide. Made only in White Design G (2¾-in. Box Pleat). Packed 3 sheets (rolled) to a carton. Price per sheet..... **$3.20**

Packaging charge of 25c for less than full carton of 3 sheets.

TAKWIK TACKER

The most modern and efficient tacker on the market! Swift, accurate, easy to use—the amazing new TAKWIK TACKER is especially made to get into ordinarily inaccessible places—and precision-built for a lifetime of steady, hard service.

The perfect answer to every tacking problem—TAKWIK saves time . . . money . . . extra work. Ideal for quicker, neater display work—backgrounds, panels, affixing merchandise to cards, labeling, tagging, lining, carding, etc.

$6.00 Each

SATISFACTION GUARANTEED—Because of its extremely sturdy construction and perfect, trouble-free operation, all TAKWIK TACKERS are unconditionally guaranteed for life, and will be repaired or replaced at any time free of charge, **provided TAKWIK No. 101 staples are used exclusively.**

To Insure Best Results Use TAKWIK Special Staples

Ask for genuine TAKWIK No. 101 Staples. A sturdy, precision made, beveled-edge staple, securely held together with a special cohering solution.

Box of 5000..... **$2.00**

One Hand Operation

The TAKWIK TACKER is precision made, and of the most rugged and sturdy construction, the working parts being of case-hardened steel which gives it a glass-hard wearing surface. It weights only 1¼ pounds and operates on the same principle as a pistol, with a very short stroke and an exceptionally light pressure. TAKWIK takes one hundred staples at a time.

Requires only 5 seconds to load.

In operation, only one hand is required, leaving the other completely free. Fitting snuggly into the palm with an easy, natural grip, all you need do is point it and press. The easy, controlled action instantly shoots the tack into the mark. One of the most outstanding features is the AUTOMATIC STROKE CONTROL which prevents **clogging.** With this Control, each stroke must be completed and one staple ejected before the next staple falls in line. This feature makes the TAKWIK completely CLOG-PROOF, and always ready for use.

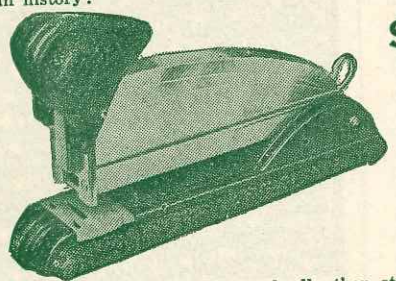
Unlike many ordinary tackers, TAKWIK allows tacking FLUSH with the edge of the board, as well as in dozens of other hard-to-reach places. Tacks are easily removed and leave no unsightly marks.

SPECIAL FEATURES

1. Compact: weight 1¼ pounds.
2. Precision built.
3. Unbreakable; solid steel construction.
4. Tool steel parts assure accuracy.
5. Geared action.
6. Self-feeding.
7. **Automatic stroke control prevents clogging.**
8. Easy to load.
9. Easy finger action; short stroke.
10. Built to get into narrow spaces; tacks flush to edge.

VICTOR 3-in-1 FASTENER

The new precision-built, lifetime fastener that serves a thousand uses! Saves time and money! Ideal for any fastening job. It STAPLES permanently, driving clean and true, through as many as 40 sheets with a minimum of effort. With a flip of the base, it TACKS to wall, drawing and bulletin board—dispensing with hammer and tacks. Ideal for **window dressing** and **display work.** It's smart-lined . . . sturdily constructed . . . guaranteed to give a lifetime of service, and offered at the lowest price in history!



$2.00 Each

Uses Champion Staples and all other standard (non-patented) staples. Three-in-one stapler. It staples, pins and tacks. Easy to load; easy to operate. Automatic stroke control—prevents clogging. Specially constructed head fits the palm. Smooth, sure action. Nickel body. Durable ripple finish. Rubber legs minimize noise, protect furniture. Lowest-priced standard machine on the market. Fully guaranteed.

CHAMPION STAPLES

Champion Staples. 5000 to the box.
Per box..... **75¢**

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

Chrome Plated Metal Mouldings

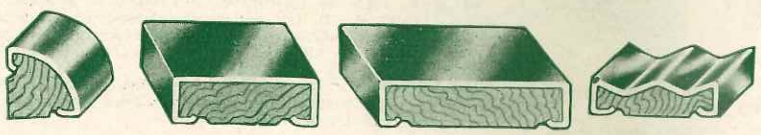
Constructed of genuine heavy Chrome plating over quality sheet zinc drawn through dies over shaped wood cores

No. MC-1 No. MC-2 No. MC-17 No. MC-18

All mouldings illustrated are carried in stock in St. Louis in bright silver chromium finish at the prices listed below. They can be easily selected because the illustrations are the exact size of the mouldings themselves.

While the prices are low enough to come within the range of display material, these mouldings are of such exceptional construction as actually to give the appearance of heavy solid metal. They are very easy to handle and can be used to great advantage to brighten and modernize show windows and store interiors as well as for general interior decoration and for the framing of posters, mirrors and photographs. Special escutcheon pin fasteners, plated to match, are included free of charge with every shipment.

We issue a special catalogue showing over one hundred different mouldings available in chromium, copper, brass, bronze, stainless steel and other metals, all for immediate shipment direct from factory in New York.

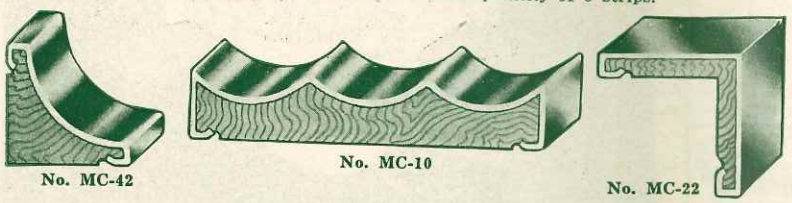


No. MC-25 No. MC-19 No. MC-56 No. MC-6

PRICE LIST

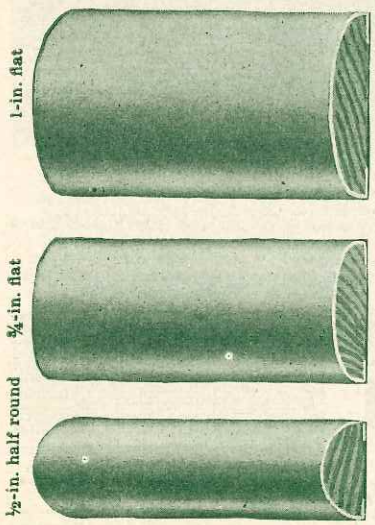
	Per Bundle of 200 feet	Half Bundle 104 feet	Per 8-foot Strip
No. MC-20—¼ in. half round (not illustrated)	$14.00	$ 8.00	$0.70
No. MC-1 —½ in. half round	16.00	9.00	.80
No. MC-2 —¾ in. half round	20.00	11.00	1.00
No. MC-17—¾ in. flat oval	18.00	10.00	.90
No. MC-18— 1 in. flat oval	20.00	11.00	1.00
No. MC-25—⅜x⅜ in. quarter round, inside corner	17.00	9.50	.85
No. MC-19—¾ in. flat	23.00	12.50	1.15
No. MC-56— 1 in. flat	28.00	15.00	1.40
No. MC-6 —⅝ in. fluted	23.00	12.50	1.15
No. MC-42—⅝x⅝ in. cover inside corner	24.00	13.00	1.20
No. MC-22—¾x¾ in. outside corner	32.00	17.00	1.60
No. MC-10—1⅞ in. fluted	43.00	22.50	2.15

All above mouldings sold in **minimum** quantity of 5 strips.



No. MC-42 No. MC-10 No. MC-22

FOIL COVERED WOOD MOULDINGS



Any of these inexpensive mouldings will do wonders in finishing off your show window backgrounds and panels. Also has numerous other uses in store interiors, booths, display cards, theaters, cafes, homes, etc. Medallion mouldings are light enough in weight to be easily handled and flexible enough to be used even on curved surfaces. Quickly and easily applied with glue, screws or headless tacks or nails. They will retain their luster indefinitely.

Medallion dull silver aluminum leaf foil covered (over wood).

No. MC-3584—1-in. flat oval. Bundle containing 330 ft. consisting of 40 strips each 8 ft. 3 in. long. ½ bundle **$9.00.** Per bundle **$17.00**
Less than bundle lots, per strip of 8¼ ft. (no less than 5 strips sold) **55¢**

No. MC-2584—¾-in. flat oval. Bundle contains 330 ft. consisting of 40 strips each 8 ft. 3 in. long. ½ bundle **$8.15.** Per bundle **$15.35**
Less than bundle lots, per strip of 8¼ ft. (no less than 5 strips sold) **50¢**

No. MC-2502—½-in. half round. Bundle contains 330 ft. consisting of 40 strips each 8 ft. 3 in. long. ½ bundle **$7.35.** Per bundle **$13.70**
Less than bundle lots, per strip of 8¼ ft. (no less than 5 strips sold) **45¢**

All illustrations are exact size of mouldings

COPPER FOIL Covered Wood Mouldings
No. MC-2660—¾-in. flat oval **No. MC-2657**—½-in. half round.
Prices same as Silver Foil Medallion Mouldings.

WINDOW FLOOR COVERINGS

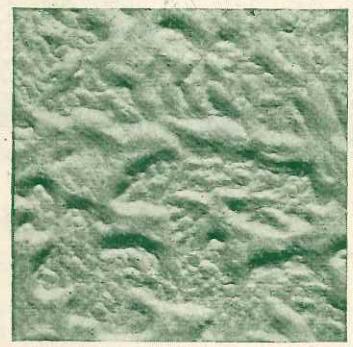
"BRIAR SHEEN"

$5.75 *Per Roll*

Leatherette or Satin Glo Briar Grain. A heavily embossed washable leatherette fabric. An excellent and popular floor covering, background or panel material. Also fine for re-covering pedestals, plateaus, etc. Easy to apply, does not fray, keeps its **satin-like lustre.** Carried in stock in following colors:

No.	No.
BS-700—White	BS-712—Sand
BS-701—Ivory	BS-713—Light Brown
BS-702—Buff	BS-714—Black
BS-703—Light Green	BS-715—Gold
BS-704—Med. Green	BS-717—Canary Yel.
BS-705—Chartreuse	BS-718—Royal Blue
BS-706—Yellow	BS-325—Tan
BS-708—Powder Blue	BS-328—Bright Orange
BS-709—Silver	BS-314—Dark Orange
BS-710—Light Blue	
BS-711—Red	

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll **$5.75**
Cut lengths, at, per yard **65¢**
In lots of 5 rolls (60 yards) or more. Price per 12-yard roll **$5.50**
Silver same price as Colors. Write for sample swatches.



PEARL FINISH PLASTIC COATED LEATHERETTE

(Illustration is actual size reproduction)

A beautiful, translucent, Pearl Finish Coated fabric for backgrounds, panels, floor coverings and showcases.

No.	No.
BS-785—White	BS-792—Yellow
BS-789—Blue	BS-793—Nile Green
BS-790—Ecru	BS-794—Peach
BS-791—Orchid	BS-795—Chartreuse

53 in. wide and 12 yards to the roll. Per roll **$6.75**
Cut lengths, per yard **70¢**
In Stock for Immediate Delivery.

SIGN CLOTH

Satin Finish, Dull, Weather-proof
No. BS-901—White **No. BS-902—Yellow**
Put up in rolls 52 in. wide x 36 ft. Per roll **$4.00**

Spanish Finish Leatherette

A heavily embossed washable leatherette fabric in exact imitation of Spanish leather. An excellent and popular floor covering, or may be used as a background or panel material. Fine for recovering pedestals, plateaus, etc. Easy to apply. Carried in stock in the following colors:

No. BS-800—White with silver filled grain
No. BS-801—Ivory with silver filled grain
No. BS-803—Light green with silver filled grain
No. BS-815—Orchid with green filled grain

Put up in rolls 54 in. wide by 36 ft. Per roll **$6.50**
Cut lengths, at, per yard **70¢**
In lots of 5 rolls (60 yards) or more. Price, per 12-yard roll **$6.25**
Write for sample swatches.

Frosted Glass Leatherette

A decidedly different pyroxylin coated display fabric in two-tone combinations. Has innumerable uses. Carried in stock in the following colors:

No. BS-735—All White
No. BS-736—Buff and White
No. BS-737—Green and White
No. BS-741—Silver and White
No. BS-742—Gold and White
No. BS-090—Red and White

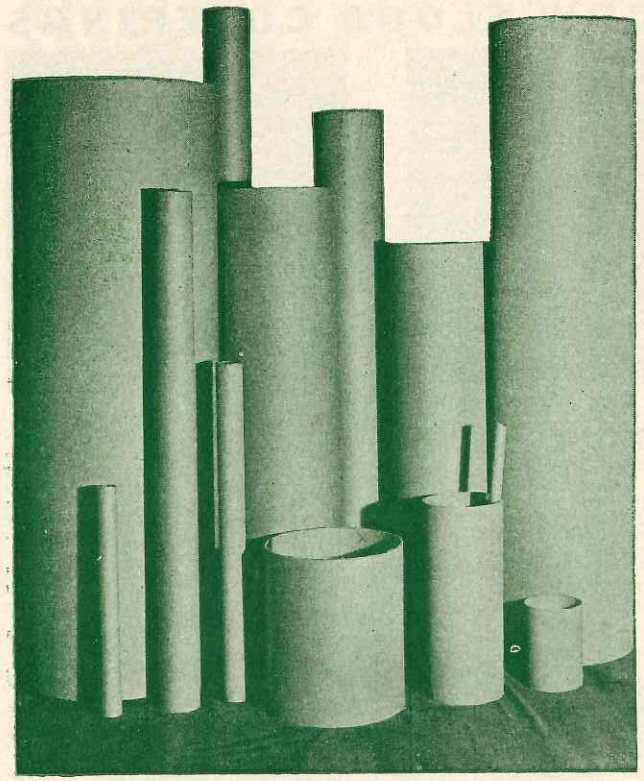
Put up in rolls 53 to 54 in. in width x 36 ft. Per roll **$6.00**
Cut lengths, at, per yard **65¢**
In lots of 5 rolls (60 yards) or more. Per 12-yard roll **$5.75**
Write for sample swatches.

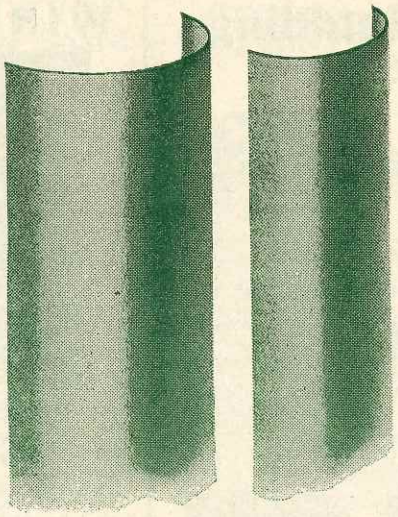
Satin-Glo Art Tone

A plain, unembossed, washable leatherette fabric with a satin-like lustre. Carried in stock in following colors:

No. BS-440—White
No. BS-441—Green
No. BS-449—Ivory

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll **$6.00**
Cut lengths, at, per yard **65¢**
In lots of 5 rolls (60 yards) or more. Per 12-yard roll **$5.75**
Write for sample swatches.





USE HALF TUBES FOR BACKGROUNDS AND GENERAL DISPLAY

For convenience of customer, there is a net service charge for cutting tubes in half, lengthwise.

	Per tube
For 1", 2", 4" and 6" diameter, any length	25¢
For 8", 10", 12" diameter, any length	38¢
For 14" and 16½" diameter, any length	50¢
For 22" diameter, any length	75¢

ALL PRICES F. O. B. OHIO FACTORY

WALL BOARD TUBES

For Modern Creations in Window Display and Interior . . . Powerful Eye Appeal . . . Economical

Tubes will come in the following standard lengths only. For orders less than 4 tubes there is an additional charge of 20% for packing.

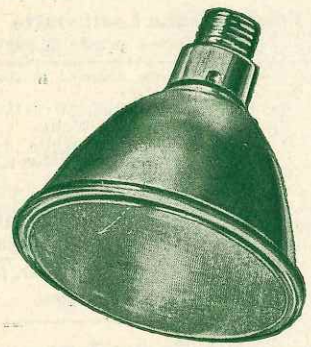
Diameters	1"	2"	4"	6"	8"	10"	12"	14"	16½"	22"
Length 3 Feet	$0.10	$0.15	$0.30	$0.40	$0.55	$0.65	$0.85	$0.95	$1.10	$3.00
Length 6 Feet	.20	.30	.60	.80	1.10	1.30	1.70	1.90	2.20	6.00
Length 9 Feet	.30	.45	.90	1.20	1.65	1.95	2.55	2.85	3.30	9.00
Length 12 Feet	.40	.60	1.20	1.60	2.20	2.60	3.40	3.90	4.44	12.00

DISCS

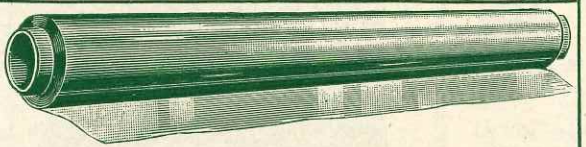
For Tops and Bottoms of Uncovered Tubes

Dia.	Each
4¼"	3¢
6¼"	4¢
8¼"	6¢
10¼"	8¢
12¼"	10¢
14¼"	12½¢
16¾"	15¢
22"	25¢

NEW GE MAZDA PROJECTOR FLOOD LAMP



For use in stores of all types where a wide beam spread is desired, or for outdoors to light signs, buildings, gardens, used car lots, etc. Reflecting surface hermetically sealed within the lamp protects reflectors from effects of weather, vapor, dust and deterioration. Easy to install and clean, and modern in appearance. Will burn in any position. Average burning life 1000 hours. 150 watts, 120 volts. Medium screw skirted base. Maximum overall length 5⅝ in. Each..... **$1.70**



CELLOPHANE IN ROLLS

No. CP-136—Plain Transparent, 36 in. wide. 100 feet to roll..... **$3.50**

No. CP-137—Colors: Red, Amber, Green or Blue, 36 in. wide. 100 feet to roll..... **$3.95**

PLIOFILM

(Reg. U. S. Trademark—Goodyear Tire & Rubber Co.)

THE NEW MIRACLE FABRIC—40 inches wide. For displays, decorations, backgrounds, scenic effects, curtains, costumes. Carried in stock in **Clear Blue, Opaque Red** and **Opaque White.**

	Transparent Per Yard	Opaque Per Yard	Metallic Per Yard
1 to 9 yards	$0.30	$0.35	$0.45
10 to 59 yards	.27½	.30	.40
60 to 239 yards	.25	.27½	.35

Be sure to state color desired when ordering.

Other colors are available, f. o. b. New York City, in cut lengths of 10, 20, 30, 40, 50 and 60-yard pieces only. Colors as follows: Crystal (clear), Amber, Rose, Red, Light Green, or Light Blue Transparent; Yellow, Light Green, Emerald, Light Blue, Royal Blue, Golden Brown, Orange or Black Opaque; Rosemetal, Bluemetal, Greenmetal, Silver, Gold or Copper Metallic.

NU-RUG DYE

A prime favorite with Display Directors Everywhere for over ten years

NU-RUG DYE will give you apparently New Window Carpets for Only One Cent a Square Foot!

Dye your carpets tonight—
Dress your windows tomorrow

Equally effective for Velours and Drapes

Here is a partial list of well-known users, who have found NU-RUG DYE not only easy to use, but satisfactory and **economical:** Jas. McCreary & Co., New York; Jordan, Marsh & Co., Boston; McCurdy & Co., Rochester; Mandel Bros. and all large stores in Chicago; The Jones Stores, Kansas City; Cromer-Cassels, Miami; The May Co., Los Angeles, and a host of others, everywhere.

NU-RUG DYE is guaranteed Wash-proof, Sunfast, and will not walk off. It will not sunstreak through plate glass. Full satisfaction guaranteed by the manufacturers when the easy directions are followed.

Price **$3.50** a bottle, or **$36.00** when ordered in dozen lots or more. 24 standard, popular colors, a color to suit every taste and for every purpose.

JIFFY BLACK DYE, at **$3.50** a set, produces an unusually deep, lustrous, rich Jet Black, that is also absolutely fadeless.

All prices F. O. B. Chicago Factory

PEDESTAL SETS

Patent Pending.

Made of FLEX-O-BOARD

Tested to support a weight of 150 lbs. Durable and strong. Shipped flat. May be stored away in small spaces. Ideal for all window, interior and ledge displays. Packed in corrugated container 3 in. x 14¼ in. x 26 in.

Weight 7 lbs.
Six Complete Pedestals.
Per Set
$1.95

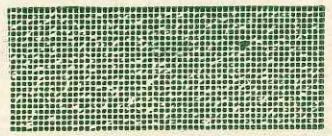
One design or color to a set: 2 each 10 in. high 8 in. x 6 in.
2 each 16 in. high 8 in. x 6 in.
2 each 26 in. high 8 in. x 6 in.

No inside supports or fillers are required to set up and hold Flex-O-Board Pedestals rigid. Choice of these Colors and Patterns:

Silver and Blue	Silver and Green	Red, Linen Finish
Silver and Red	Silver, Linen Finish	Green, Linen Finish

All with silver covered removable top and bottom caps.

½ size illustration of pattern of the Silver and Green covering.



Actual size illustration of pattern of linen finish covering.

ACME PEDESTAL PACKETS IN WOOD GRAIN FINISH

Six pedestals to each packet:
2 each 10 in. high by 8 in. square
2 each 20 in. high by 8 in. square
2 each 26 in. high by 8 in. square
Per set..... **$2.75**

Free Texolite Deep Color Mixing Guide includes 45 tones and shades of nine colors used for modern decorating.

Texolite colors are all made from pure earthen pigments, are sun-proof and may be sponged after approximately 90 days.

Most surfaces of decorators' board walls, etc., can be completely covered with one coat.

One gallon of Texolite makes 1½ gallons of paint.

TEXOLITE BRILLIANT CASEIN PAINT COLORS

- **Dries in One Hour.**
- **True, Brilliant Color.**
- **Does Not Yellow or Fade.**
- **Reflects More Light.**
- **Hides Average Surfaces in One Coat.**
- **Adheres to Any Surface.**

Texolite is the light-refracting dull, window background and store wall paint carried in stock for immediate delivery.

TEXOLITE TINT COLOR . . . PASTEL TINTS READY MIXED COLORS

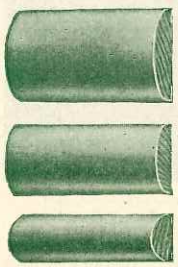
	½ Pint	Quart	Gallon
White	$0.35	$0.75	$2.30
Buff, Ivory, Green, Rose, Azure, Cream, Gray, Tan, Orchid or Nu Blue	.80		2.45

TEXOLITE DEEP TONE COLORS

	½ Pint	Quart	Gallon
Black, Deep Brown or Deep Buff	$0.55	$0.90	$3.30
Deep Red or Deep Blue	.60	1.30	4.75
Red Orange. Deep Green, Medium Yellow or Light Yellow	.70	2.10	8.00

TEXOLITE ARTISTS' COLORS

	½ Pint Jars	
White	$0.36	⅛ Pint Tubes. Any Color. Each 25¢
Black, Deep Brown or Deep Buff	.55	
Deep Blue or Deep Red	.60	
Red Orange, Deep Green or Medium Yellow	.70	



Illustrations are ½ actual size.

American Made FOIL COVERED WOOD MOULDINGS

No. MC-200—½-in. Silver Half Round Foil Covered. Bundle containing 320 ft., each strip 8 ft. long. Per bundle..... **$11.20**
Less than bundle lots (no less than 5 strips sold), per strip 8 ft. long..**32¢**

No. MC-300—¾-in. Silver Flat Oval Foil Covered. Each bundle containing 320 ft. in 8-ft. strips. Per bundle..... **$11.20**
Less than bundle lots (no less than 5 strips sold), per strip 8 ft. long..**32¢**

No. MC-302—¾-in. Gold Flat Oval Foil Covered. Bundles of 320 ft. in 8-ft. strips. Per bundle..... **$11.20**
Less than bundle lots (no less than 5 strips sold), per strip 8 ft. long..**32¢**

No. MC-500—1-in. Silver Flat Oval Foil Covered. Bundle containing 320 ft., each strip 8 ft. long. Per bundle..... **$14.40**
Less than bundle lots (no less than 5 strips sold), per strip 8 ft. long..**40¢**

No. MC-503—1-in. Copper Flat Oval Foil Covered. Bundles of 320 ft. in 8-ft. strips. Per bundle..... **$14.40**
Less than bundle lots (no less than 5 strips sold), per strip 8 ft. long..**40¢**

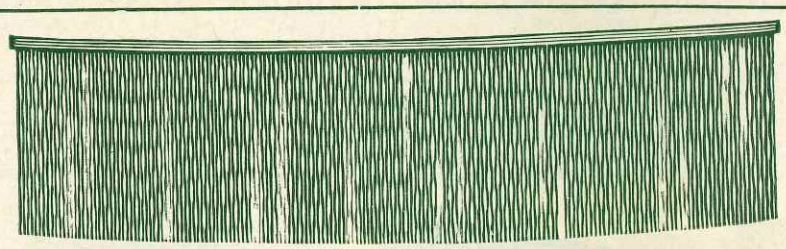
American Made CHROME METAL Covered Wood Mouldings

No. ML-00—⅜ in. half round. Chrome metal covered. Bundle containing 200 feet, consisting of 25 strips each 8 feet. Per bundle..... **$10.00**
Per 8-foot strips..... **50¢**

No. ML-30—¾ in. flat oval. Chrome metal covered. Bundle containing 200 feet, consisting of 25 strips each 8 feet. Per bundle..... **$12.00**
Per 8-foot strips..... **60¢**

No. ML-60—1 in. oval. Chrome metal covered. Bundle containing 200 feet, consisting of 25 strips each 8 feet. Per bundle..... **$14.00**
Per 8-foot strips..... **70¢**

All the above mouldings sold in minimum quantity of 5 strips.



12-inch Cellophane Fringe or Icicle

A smart decorative for seasonable trimming in Blue, Red and Clear Transparent. 12 in. deep. Per running foot..... **10¢**
Per dozen running feet..... **$1.00**
In stock for immediate delivery.

36-inch Cellophane Fringe or Icicle

Red or Blue Transparent, 36 in. deep. Per running foot..... **25¢**
Per dozen running feet..... **$2.50**
In stock for immediate delivery.

Clear Cellophane Curtains

Any Size

Made to order in Yellow Gold, Flame Red, Emerald Green, Pink, Light Blue, Orchid, Medium Blue, Dark Blue, Purple, Black, Brown, Tango (Deep Orange) or Clear. Per square yard..... **70¢**
When ordering send us a diagram specifying width and height desired. Approximately 7 to 10 days for shipment.

Opaque Cellophane Curtains

Made to order in **Opaque** White, Gold or Silver. Per square yard.. **$1.00**

KOLORKUT LETTERS & NUMERALS

A few reasons why you should use them

1. One-third the cost of Cutawl Machine or hand work.
2. Perfection and uniformity of Kolorkut cannot be equaled.
3. Quantity in your stock saves time and money.
4. Advertisers demand cutout letters.
5. Immediate delivery.
6. Can be purchased in any selected quantity you wish.
7. Cut-out of 100-point stock perfect colored flint finish stock, except Chrome Finish Silver.

PRICE LIST

White, Black and Chrome Silver carried in stock. Red, Blue or Yellow letters furnished in four days' delivery.

GOTHIC

	Each
1¼-inch—Black or White	1½¢
1¼-inch—Chrome Finish Silver	2½¢

FUTURISTIC

	Each
5-inch—Black or White	4¢
5-inch—Chrome Finish Silver	5¢

JOINSCRIPT

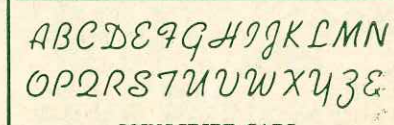
	Each
2¼-inch—Black or White	2½¢
2¼-inch—Chrome Finish Silver	4¢

CLASSIC

	Each
1¼-inch—Black or White	1½¢
1¼-inch—Chrome Silver Finish	2½¢
2 -inch—Black or White	2¢
2 -inch—Chrome Silver Finish	4¢
4 -inch—Black or White	3¢
4 -inch—Chrome Silver Finish	5¢

MODERN

	Each
2¼-inch—Black or White	2¢
2¼-inch—Chrome Silver Finish	4¢



JOINSCRIPT CAPS

	Each
4-inch—Black or White	4¢
4-inch—Chrome Silver Finish	6¢

Commas, Periods—Gratis

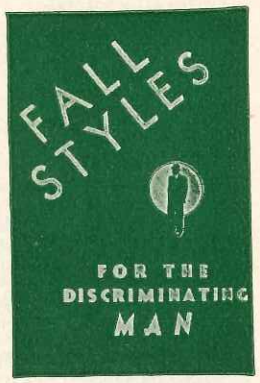
Size and Type of Font	Price of Complete Font	Prices Letters or Figures Separately	Price per Letter or Figure
¾-in. MODERN	233 Characters **$5.45**	182 Letters $4.25 51 Figures $1.45	4¢
1¼-in. GOTHIC Slant	233 Characters **$6.00**	182 Letters $4.75 51 Figures $1.75	5¢
2-in. KABEL Expanded	233 Characters **$7.45**	182 Letters $5.95 51 Figures $2.00	6¢
3-in. ELITE Script	152 Characters **$9.95**	126 Letters $8.25 26 Figures $2.25	10¢
4½-in. KABEL Condensed	134 Characters **$10.95**	108 Letters $9.00 26 Figures $2.50	12¢
4½-in KABEL Expanded	134 Characters **$10.95**	108 Letters $9.00 26 Figures $2.50	12¢
6-in. KABEL Expanded	134 Characters **$12.95**	108 Letters $10.45 26 Figures $2.75	15¢
9-in. KABEL Figures Only	Figures Only	No Letters 26 Figures **$7.75**	45¢

MITTEN'S DISPLAY LETTERS

On the back of each display letter you will find TWO STEEL PINS by means of which the letter may be affixed to any DISPLAY PANEL background, showcard, sign or display material except hard wood. We recommend either DISPLAY PANELS or soft composition board.

14"x21" Panel

Above: 10"x15" Panel
Below 3"x5" Price Panel



14"x21" Panel

Write for circular illustrating more than 40 Gadgets, Decorative Pieces, Borders, etc., similar to the lady and man figures.

DISTRIBUTION OF LETTERS AND FIGURES IN EACH OF ¾-IN., 1¼-IN. AND 2-IN. FONTS AND 1½-IN. AND 3-IN. TEMPO

LETTERS: 12-A, 6-B, 8-C, 6-D, 16-E, 6-F, 6-G, 6-H, 10-I, 3-J, 3-K, 8-L, 6-M, 10-N, 8-O, 8-P, 2-Q, 10-R, 10-S, 10-T, 6-U, 3-V, 3-W, 2-X, 3-Y, 2-Z, 4 commas, 2 periods, 1-&, 1-!, 1-?. Letters, 182

FIGURES: 4 each 1-0, 4 each $ and c, 2 periods, 1 fraction bar. Figures, 51

Complete Font, 233

DISTRIBUTION OF LETTERS AND FIGURES IN THE 3-IN. SCRIPT FONT:

LETTERS: Upper case: 3-A, 2-B, 2-C, 2-D, 3-E, 2-F, 2-G, 2-H, 2-I, 1-J, 1-K, 1-L, 2-M, 3-N, 2-O, 1-P, 1-Q, 2-R, 3-S, 2-T, 2-U, 1-V, 1-W, 1-X, 1-Y, 1-Z, 1-&, 1-?, 1-!, 2 quotes, 2 periods. Letters, 55

Lower case: 5-a, 2-b, 3-c, 2-d, 7-e, 2-f, 2-g, 3-h, 4-i, 1-j, 2-k, 3-l, 3-m, 4-n, 4-o, 3-p, 1-q, 4-r, 4-s, 4-t, 2-u, 1-v, 2-w, 1-x, 1-y, 1-z. Letters, 71

FIGURES: 2 each 1-0, 2 each $ and c, 1 period, 1 fraction bar. Figures, 26

Complete Font, 152

DISTRIBUTION OF LETTERS AND FIGURES IN BOTH 4½-IN. FONT AND 6-IN. FONT:

LETTERS: 7-A, 3-B, 4-C, 3-D, 9-E, 3-F, 3-G, 3-H, 6-I, 2-J, 2-K, 6-L, 3-M, 6-N, 5-O, 4-P, 1-Q, 6-R, 6-S, 6-T, 3-U, 2-V, 2-W, 1-X, 2-Y, 1-Z, 1-&, 1-?, 1-!, 4 commas, 2 periods. Letters, 108

FIGURES: 2 each 1-0, 2 each $ and c, 1 period, 1 fraction bar. Figures, 26

Complete Font, 134

DISTRIBUTION OF FIGURES IN 9-IN. FONT:

FIGURES: 2 each 1-0, 2 each $, c, and period. Figures, 26

The illustration below shows a complete 233 character font of 2-inch Kabel mounted on 3 corrugated boards. They are easy to use.

Briar Grain Leatherette Covered

Mitten's Display Panels

Colors: Black, Blue, Red

Size	Each	Size	Each
3"x 5"	$0.20	18"x27"	$1.35
7"x11"	.45	20"x30"	1.65
10"x15"	.65	24"x36"	1.95
12"x18"	.85	28"x44"	2.45
14"x21"	1.05		

Panels made to order in Green or Maroon.

NEW!!! MITTEN'S DISPLAY LETTERS

1½-inch "Templar" Pin Letters • 3 sizes "Track Letters"
Sanded Back Pinless Letters

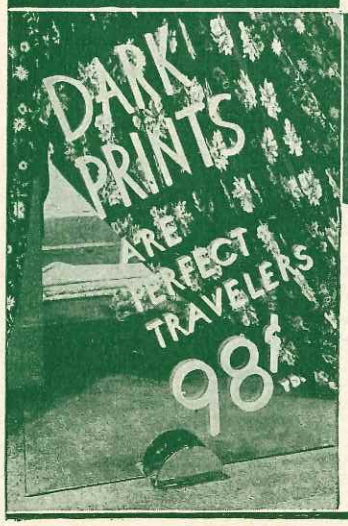
Size & Type of Font	Price of Complete Font	Price for Letters Only	Price for Figures Only	Price per Letter or Figure
1½-in. TEMPLAR Pin Letters	233 Characters $6.45	182 Letters $5.15	51 Figures $1.80	5½c
3-in. TEMPLAR Pin Letters	233 Characters $12.95	182 Letters $10.25	51 Figures $3.25	8c

MITTENS TRACK LETTERS & TRACK

3-in. TEMPLAR Track Letters	233 Characters $14.95 Includes 6 pieces 24" track	182 Letters $11.95 Includes 5 pieces 24" track	51 Figures $3.75 Includes 2 pieces 24" track	10c
4½-in. KABEL Condensed Track Letters	134 Characters $14.95 Includes 6 pieces 36" track	108 Letters $12.25 Includes 5 pieces 36" track	26 Figures $3.25 Includes 2 pieces 36" track	17c
6-in. KABEL Expanded Track Letters	134 Characters $18.95 Includes 6 pieces 48" track	108 Letters $15.45 Includes 5 pieces 48" track	26 Figures $3.95 Includes 2 pieces 48" track	22c

Upright Track (unpainted wood) as included with fonts. Per foot....10¢

Angle Track (unpainted wood). Per foot.....20¢



SANDED BACK PINLESS LETTERS

Readily cemented to polished wood, glass or other hard surfaces where the use of pin letters is impractical.

•

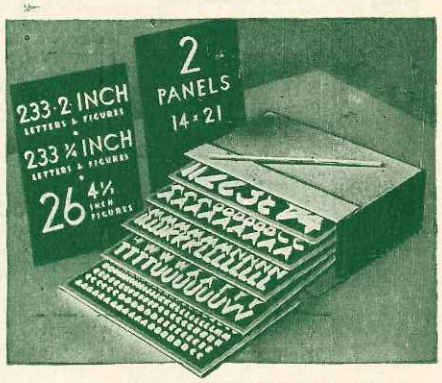
Sanded back letters in all sizes and styles as pin letters at 10 per cent additional.

SHOW CARD CABINET ASSORTMENT

No. C-5A

This group embraces all the elements necessary for complete showcards. One complete font of ¾" Modern letters and figures for descriptive matter, one complete font of 2" Kabel, suitable for title line of sign and name of merchandise and a set of 4½" figures for price.

This combination of letters and figures is ideal for presenting any type of merchandise message. Also included in group are two Leatherette covered Display Panels 14" x 21" to which letters may be attached and



No. C-5A—ASSORTMENT
In Special Corrugated Letter File Cabinet

Assortment consists of:

1 font 233 characters ¾" size.	$5.45
1 font 233 characters 2" size.	7.45
1 set 26 figures 4½" size.....	2.50
2 14" x 21" panels.....	2.10
1 five-shelf cabinet	.45

$17.95 COMPLETE

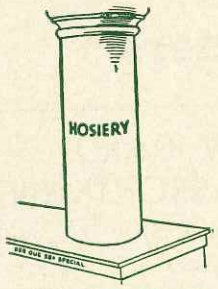
Write for
Circular showing hundreds of Illustrations, Borders, Decorative Pieces, Gadgets, etc.

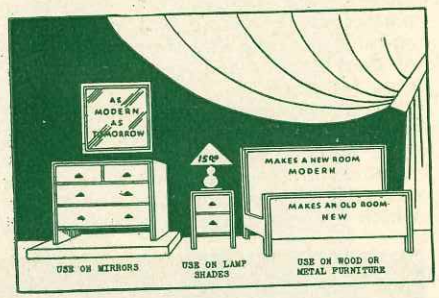
COMPLETE STOCK IN ST. LOUIS

SAVE FREIGHT

Order your Mitten's Letters from Garrison-Wagner.

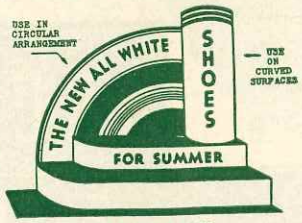
"POSTON" ALPHABETS AND NUMERALS




AS MODERN AS TOMORROW
15¢
MAKES A NEW ROOM MODERN
MAKES AN OLD ROOM NEW
USE ON MIRRORS
USE ON LAMP SHADES
USE ON WOOD OR METAL FURNITURE

POSTON characters adhere firmly to CLEAN, flat or curved, SMOOTH surfaces, such as plain or mirrored glass, woodwork, metal, porcelain, tile, painted walls, smooth grained fabrikoid, oil cloth, etc. No attachments are necessary. You simply press them on and they stay put. They adhere by suction and are, therefore, instantly removable without the slightest damage to the finest of surfaces (see note below). They are commercially indestructible and can be used over and over again indoors and outdoors.

When you have something to say that you want people to read, you naturally prefer a location where these people are most apt to look. With POSTON characters this location can be the background of the window, fixtures in the window, or the window itself. If the advertisement is to be inside the store, the preferred location may be anywhere from the floor to the ceiling, columns that support the building, or the walls surrounding, interior cases, store fixtures, counters, cases, glass in the cases, mirrors back of the fountain, bar, etc. Even the truck that delivers your merchandise offers a very wonderful opportunity for the application of POSTON characters.



When ordering, specify number and height of characters, and color of Lexide.

Lexide now available in eight standard colors—Black, Silver, Gold, Red, Brown, Blue, Yellow and White.

PRICE LIST

EXOTIC SERIES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&$¢

The EXOTIC is a modern letter whose characteristic lines are especially adapted to the stylish and fashionable types of merchandise without sacrificing legibility.

	Characters in Font	1-in.	Height 2-in.	3-in.
Lexide	80	$1.25	$2.00	$ 3.00
Lexide	160	2.00	3.50	5.50
Lexide	240	2.75	5.00	7.50
Cork Natural	80	....	2.50	4.00
Cork Natural	160	....	4.50	7.50
Cork Natural	240	....	6.50	10.75
Miscellaneous Letters—				
Lexide, per 100 characters		$1.50	$3.00	$ 5.00
Cork, per 100 characters		....	4.75	8.75

NUMERALS

BOLFACE—This numeral because of its size and legibility commands attention and puts across its message instantly.

1234567890$¢.

	3½-in.	8½-in.
Lexide. Per 100	$5.50	$27.50

NATIONAL—A dignified numeral of modern and stylish design. Not as heavy as the BOLFACE, yet very legible.

1234567890$¢.

	2½-in.	3¾-in.	5-in.	7-in.
Lexide. Per 100	$3.50	$6.00	$10.00	$17.50

WRITE FOR FREE SAMPLE LETTERS

An 80-Character Font consists of:

4 Each: A-E-I (or numeral 1)-O (or numeral 0)-S-Period;

3 Each: D-L-N-R-T-Comma;
2 Each: B-C-F-G-H-M-P-U-W;
1 Each: J-K-Q-V-X-Y-Z-2-3-4-5-6-7-8-9-?-&-!-¢-$.

A 160-Character Font consists of two 80-character Fonts.

A 240-Character Font consists of three 80-character Fonts.

POSTON CHARACTERS are available in either Cork or Lexide.

Cork characters come 3/16-inch thick in natural finish.

Lexide is a thick flexible Latex product that comes in eight colors—**BLACK, SILVER, GOLD, RED, BROWN, BLUE, YELLOW OR WHITE.** Very rich in appearance and extremely durable.

Be Sure to Mention Color When Ordering

STYLES OF LETTERS AND PRICE LIST

NATIONAL SERIES

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&.?!
1234567890$¢

The NATIONAL is a clean cut letter with modern lines, well suited for display advertising where style and legibility are required.

	Characters in Font	1¼-in.	Height 2½-in.	3¾-in.	5-in.	7-in.
Lexide	80	$1.40	$2.50	$ 4.25	$ 6.50	.....
Lexide	160	2.25	4.50	7.25	11.00	.....
Lexide	240	3.00	6.00	10.00	15.00	.....
Cork Natural	80	....	3.50	5.75	9.00	.....
Cork Natural	160	....	6.00	9.25	15.00	.....
Cork Natural	240	....	8.50	14.50	20.00	.....
Miscellaneous Letters—						
Lexide, per 100 characters		$2.00	$3.50	$ 6.00	$10.00	$17.50
Cork, per 100 characters			4.25	10.00	15.00	25.00

FUTURA SERIES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!
1234567890$¢

The FUTURA Alphabet is especially suited to display advertising messages where exceptional legibility is essential.

	Characters in Font	1½-in.	Height 3-in.	5-in.	9-in.
Lexide	80	$1.50	$ 3.00	$ 6.50	.....
Lexide	160	2.50	5.50	11.00	.....
Lexide	240	3.50	7.50	15.00	.....
Cork Natural	80	2.00	4.50	9.00	.....
Cork Natural	160	3.25	8.25	15.00	.....
Cork Natural	240	4.50	11.50	20.00	.....
Miscellaneous Letters—					
Lexide, per 100 characters		$2.50	$ 5.00	$10.00	$30.00
Cork, per 100 characters		3.25	8.75	15.00	40.00

GOTHIC SERIES

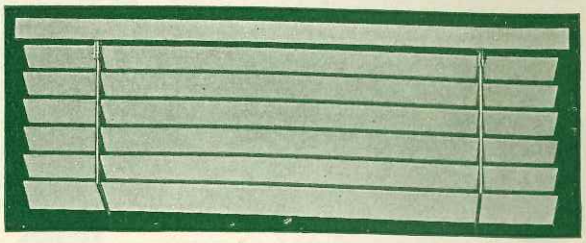
ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
1234567890$¢!..

The GOTHIC (condensed) alphabet permits close and even spacing of letters and words so that copy, when used in large blocks, can be easily read.

	Characters in Font	1½-in.	Height 2½-in.	13/16-in.
Lexide	80	$1.50	$2.50	....
Lexide	160	2.50	4.50	....
Lexide	240	3.50	6.00	$2.00
Cork	80	2.00	3.50	....
Cork	160	3.25	6.00	....
Cork	240	4.50	8.50	....
Miscellaneous Letters—				
Lexide, per 100 characters		$2.50	$3.50	$1.25
Cork, per 100 characters		3.25	4.25	....

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

LEE STATIONARY VENETIAN BLIND TYPE VALANCES



The popularity of Venetian Blinds is reflected in this new but proven valance. The straight, clean-cut lines are thoroughly modern and its simplicity results in its lending itself well to any style of store front. The continuity of horizontal lines around the window results in a pleasing modern and tailored appearance with this valance.

Due to its design, when this valance is installed, there is reflection of light from the slats, resulting in a very pleasing illuminated effect at the top of the window. The slats are held so that the window lighting is concealed, which is, of course, one of the primary purposes of a valance.

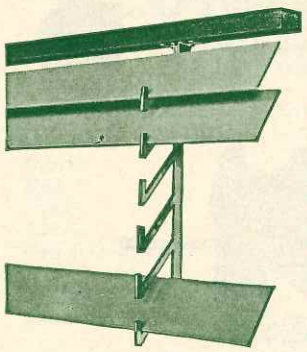


Illustration showing method of placing slats in the rigid metal bracket.

The slats are not fastened down but rest in the metal brackets. They can be lifted out and wiped off with a damp cloth.

The Lee Stationary Venetian Blind Valances consist of metal brackets, generally finished in chromium, and either wood or metal slats held at a permanent pitch.

Wood slats can be finished in any desired color. Metal slats are available in stainless steel, bright or satin finish or in plated zinc in copper finish.

Depths or Sizes

Valances can be furnished in any desired depth from 10 in. up to 72 in. Increases in depth are in steps of 1¾ in., that is, the addition of one slat makes an increase in depth of 1¾ in.

If you have no available source for slats or wish to buy the valances complete, we can supply them at the following prices:

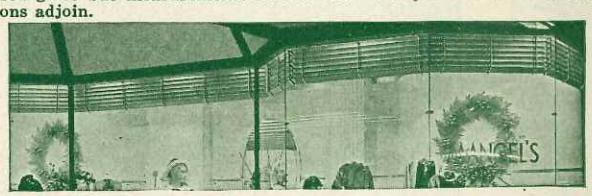
Chrome finish metal brackets as illustrated above, with 6 slots. Each..... **96¢**

Additional slots may be had for depths up to 72 inches, each slot adding 1¾ inches. Price per additional slot.. **16¢**

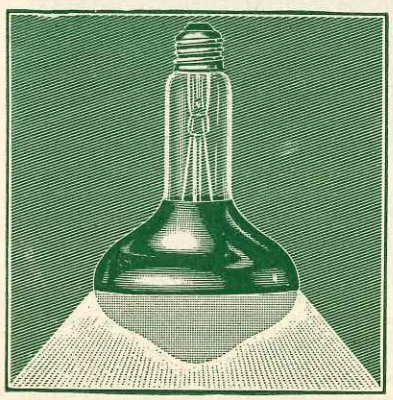
Complete valance, 11¼ in. deep (6 slats), with brackets every three feet. Per running foot.. **$1.25**

For each additional slat or 1¾ inches in depth. Extra per running foot..**21¢**

In measuring show windows make up a rough layout of the floor plan of the windows, giving over all measurements of each section, i. e., not just exposed glass but measurements should include any metal work where the sections adjoin.



Lee Stationary Venetian Blinds as used on State Street, Chicago.



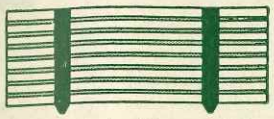
COMBINATION LAMP AND SPOTLIGHT

This new silver neck mushroom lamp puts the light on the merchandise in your window without reflectors. Simply screw these lamps in overhead light sockets. The 100-watt lamp of this type delivers approximately the same amount of light on merchandise as the ordinary 150-watt lamp, effecting a saving in your current consumption.

	Each	Dozen
50-watt...	$0.80	$ 8.00
75-watt...	1.05	10.50
100-watt...	1.10	11.00
150-watt...	1.25	12.50
200-watt...	1.50	15.00

110 to 125 volts. Standard base.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.



The vertical stripe on this Venetian valance is made of a solid color strip of Decalcomania Valance, either red, blue, green, black or white. 18 in. wide. Per foot..... **25¢**

Dress Up Your Store Front With . . .

DECALCOMANIA VALANCES

A Transparent Decalcomania transfer designed in Venetian Blind or French carved effect. **Write for Circular Showing Many Patterns With Complete Instructions for Applying.**

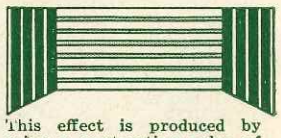
New Venetian Blind Pattern

The patterns run 18 in. wide by approximately 25 ft. to the roll. The 9 opaque colored bands measuring 1⅝ in. alternate with a ⅜-in. translucent band. Seven color combinations as follows:

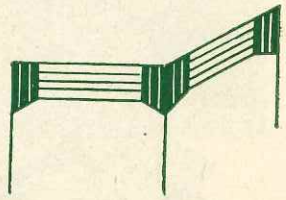
No. VT-1011—White and Clear
No. VT-1012—Brown and Clear
No. VT-1013—Tan and Clear
No. VT-1014—Black and Clear
No. VT-1015—Blue and Clear
No. VT-1016—Red and Clear
No. VT-1017—Green and Clear

Per roll $3.75

If bought in less than full roll lots the price per running foot, 18 in. wide is..... **20¢**



This effect is produced by using a contrasting color of Venetian Blind Valance for the corner pieces.



NEW GLASS BRICK PATTERN

A new style of valance adaptable to each and every type of store window as well as for interior work and transoms. This pattern is a faithful reproduction of an actual glass brick in various translucent tones, with opaque gray to simulate mortar.

No. VT-1801—Natural Glass Brick Effect in green, light green and gray.
No. VT-1802—Rose Glass Brick Effect in rose, pink and gray.
No. VT-1803—Blue Glass Brick Effect in blue, light blue and gray.
No. VT-1804—Amber Glass Brick Effect in amber, light amber and gray.
18½ in. wide by 25 ft. to the roll. Per roll..... **$3.75**
If bought in less than full roll lots the price per running foot 18½ in. wide is..... **20¢**

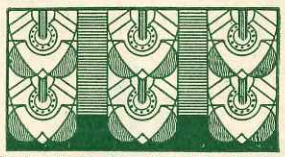
Main Body No. VT-518—Black, White, and Silver; or **No. VT-517**—Green, Black and Silver; **Panels** 9¼ in. by 19½ in. **Intersections No. VT-48**—White Stripe or **VT-320** Black and White Stripe; **Yard Goods.**

Main Body No. VT-635—Black, White and Silver; **Panels** 9¼ in. by 19½ in. or **No. VT-535**—Green, White and Black, or **No. VT-435**—Blue, White and Black. **Intersections No. VT-48** — White Stripe or **No. VT-320**—Black and White Stripe; **Yard Goods.**

Main Body No. VT-618 — White, Gray, Black and Silver, or **No. VT-617**—Green, Black, Silver and White. **Panels** 9¼ in. by 19½ in., with 2¾ in. strip of **Yard Goods No. VT-320**, a black and white stripe material.

Main Body No. VT-214 — White and Clear with Gold Spots; or **No. VT-214-S**, same except with Silver Spots; **Yard Goods** cut into panels. **Intersections No. VT-422**—White and Clear; **Yard Goods.**

Main Body No. VT-512-S—White and Gray with Black and Silver; **Yard Goods** cut into panels. **Intersections No. VT-1**—Solid Black; **Yard Goods.**



Main Body No. VT-242—White, Clear and Silver; or **No. VT-241**, Ivory, Clear and Gold; **Yard Goods** cut into panels. **Intersections No. VT-48**—White Stripe or **VT-320** Black and White Stripe; **Yard Goods.**

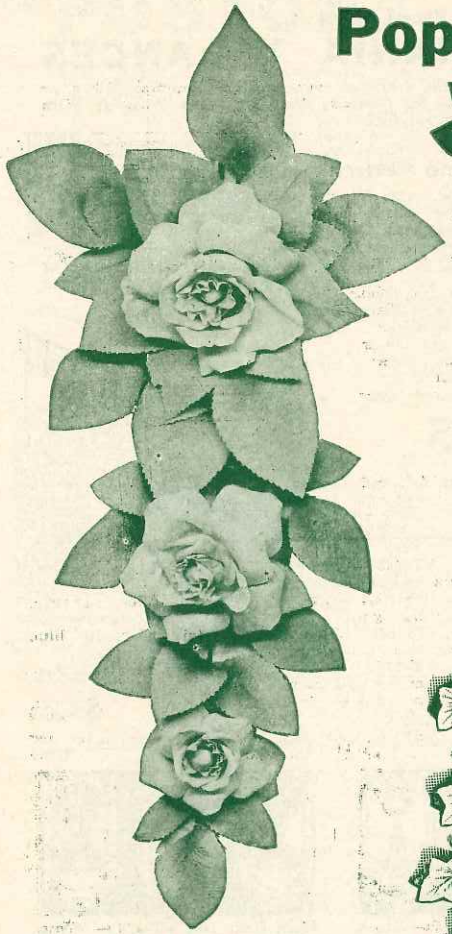
Main Body No. VT-217—White and Blue, or **VT-216**—Silver and White; **Yard Goods** cut into panels. **Intersection No. VT-227**—White and Green; **Yard Goods.**

Main Body No. VT-26 — White and Clear; **Yard Goods** cut into panels. **Intersection No. VT-31** — White and Clear; **Yard Goods.**

Main Body No. VT-227—White and Pale Green; **Yard Goods** cut into panels. **Intersection No. VT-422**—White and Clear; **Yard Goods.**

Separate Panel Prices—Ready-cut panels, size 9¼ in. wide by 19½ in. deep. Per roll consisting of 17 panels..... **$3.50**
Separate panels, less than 1 roll lots. Each..**25¢**
Yard Goods come in rolls 18½ in. wide by 25 ft. to a roll. Price of any design is, per roll..... **$3.50**
If bought in less than full roll lots the price per running foot 18½ in. wide is..... **20¢**

Popular Priced Smart Spring Decoratives



GIANT PINK ROSE SPRAY

No. S-3907—60-in. drop. Tapered shape, 30-in. spread at top to 6-in. spread at bottom. Leaves made of heavy triplex crepe paper. An unusually attractive post or background decoration. Each **$4.95**
Per dozen **$49.50**

ROSE GARLAND DROP

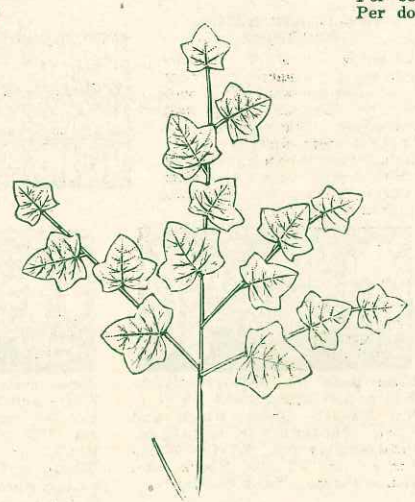
No. S-3892—Rose garland drop made of medium green leaves matching garland. 36-in. drop with three American Beauty toned roses. 9-in. wide at top tapering to 3-in. spread at bottom. Each **$1.50**
Per dozen **$15.00**

ROSE GARLAND

No. S-3891—Center garland of medium green cloth leaves. 12-in. spread at center tapering to 3-in. spread at ends. 72 in. wide garland with seven American Beauty toned roses interspaced. Each **$3.60**
Per dozen **$36.00**

THREE-PIECE ROSE GARLAND SET

No. S-3000—Rose garland and drop. Consists of one No. S-3891 and two No. S-3892 rose garland drops. Per set **$6.25**
Per dozen sets **$62.50**

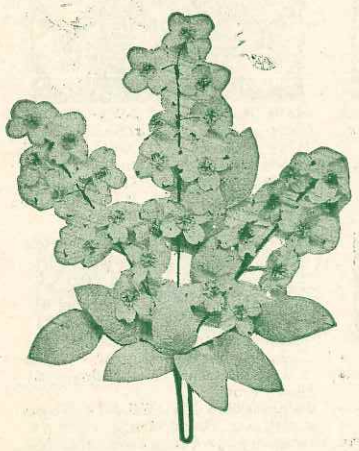


GREEN IVY LEAF SPRAY

No. S-6059—14x22 in. overall spread including stem. Ivy leaf spray with 15 veined paper leaves 3x3½ in. to 2x2 in. **$1.00**
Per dozen **$10.00**
Per gross **$10.00**

LAUREL LEAF DROP

No. S-3890—72-in. drop. Made of light green heavy duplex crepe paper leaves. Tapered from 12-in. spread at top to 3-in. spread at bottom. Beautiful for aisle, post or window background. Each **$1.95**
Per dozen **$19.50**



GREEN IVY LEAF VINE

No. S-6054—36-in. vine, 5½-in. spread. Made of 3x3½-in. Ivy leaves on flexible wire stem. Has 13 veined paper leaves. Dozen .. **$1.00**
Gross **10.00**

No. S-3895

For a more complete showing of DECORATIVE FLOWERS, etc., send for our new Spring 1939 Swatch Folder.

YELLOW DOGWOOD SPRAY

No. S-3894 — An abundance of yellow dogwood blossoms with light green duplex crepe paper leaves. 28x28-in. spread overall. Each **$1.95**
Per dozen **$19.50**

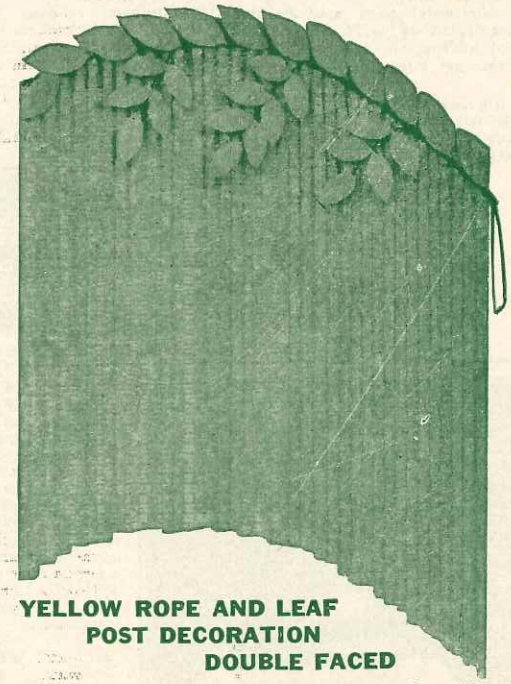
YELLOW ⟶ DOGWOOD VINE

No. S-3895 — 36 in. long with 5-in. spread over all. Leaves made of heavy triplex crepe paper for trellis or frame treatment. Each .. **55¢**
Per dozen **$5.50**

WOOD FIBER ROPING

11/16-inch—60 yards to the bolt

Red or Green. Per bolt	21¢
Blue. Per bolt	30¢
White. Per bolt	45¢
Purple, Gold, Yellow, Black, Pink or Orange. Per bolt	40¢



YELLOW ROPE AND LEAF POST DECORATION DOUBLE FACED

No. S-3889—This effective double-faced post decoration consists of yellow wood fiber roping and light green triplex paper leaves. It is 36 in. wide with a drop of 36 in. Easily attached. Each **$2.25**
Per dozen **$22.50**

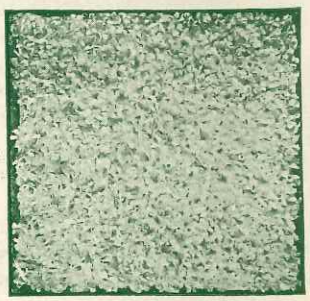
GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

112—Decorated car suggestion suitable for any organization or business firm.

BEAUTY FLORAL PARADE SHEETING

By far the most beautiful floral sheeting on the market today.

White	Purple
Red	Cherry
Pink	Brown
Black	Orange
Grass Green	National Blue
Nile Green	Light Blue
Yellow	Gold
Lavender	



Any color. Per square yard..... **70¢ EACH**

How to Use Beauty Sheeting

Pin six squares of Beauty Sheeting together in two rows and place over top of car with seams all running toward the rear. Pin two square yards of Beauty Sheeting together and place over hood of car. Place another Beauty Sheet next to it and pin with Giant Decorating Pins. Continue until car is covered and then stretch special decorating wire over the Beauty Sheeting. The wire will not show. Then add flowers and vines on car.

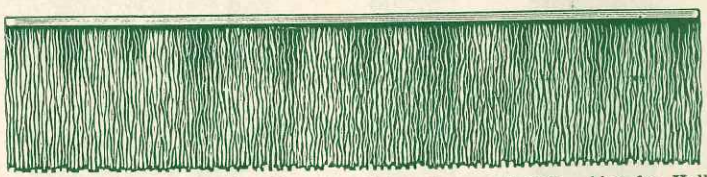
Approximate Amount of Sheeting Required to Cover Your Car as Follows:

Two-Passenger Coupe—25 Yards
Five-Passenger Sedan—31 Yards
Seven-Passenger Sedan—38 Yards
Roadster—15 Yards

Shipped F. O. B. Illinois Factory.

FREE! FLORAL PARADE BOOK

Write for New Edition free Floral Parade Book illustrating 21 Float Ideas and complete instructions on how to build them.



GF-1000—Fringe. Just the thing for edging floats and cars. Also for Hall decorating. Can be had in same colors as Beauty Sheeting. 15 in. wide by 10 ft. long. Each..... **70¢**

No. GS-923—Moss Paper Festooning. Inexpensive and effective way to decorate Halls, Stores and for trimming floats and cars. Can be had in same colors as Beauty Sheeting. About 30 feet to roll. Per roll, **30¢**; Dozen rolls, **$3.25**

RAFFIA GRASS MATS

56 ROW CLOSELY SPACED RAFFIA MAT

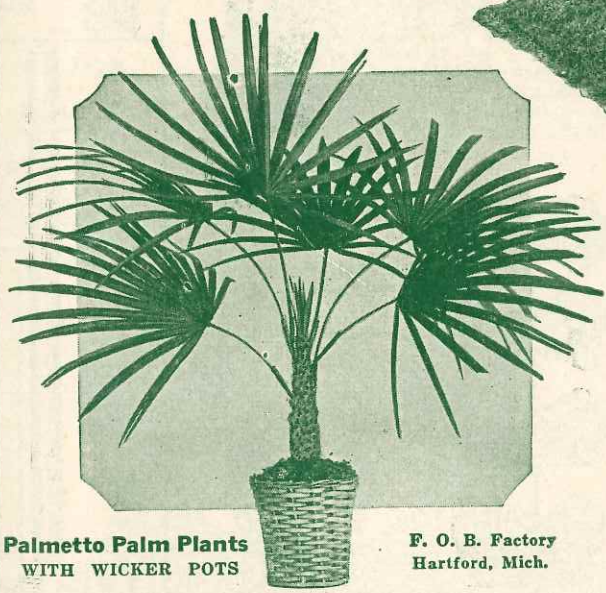
No. X-397—Raffia Grass Mat. Size 3 ft. x 6 ft. Made with 56 closely spaced rows of trimmed, short grass blades firmly sewed to a base of heavy green burlap. Closely resembles a new mown lawn or golf green. The Aristocrat Grass Mat.
Per dozen..... **$30.00** Each..... **$2.75**

32 ROW RAFFIA MAT

No. X-398—Raffia Grass Mat. Size 3 x 6 ft. A real quality mat made with 32 rows of longer green grass blades firmly sewed to a base of heavy green burlap. Dyed with a true green, fast to light color, resembling Nature's own grass.
Per dozen..... **$27.00** Each..... **$2.50**

Now you can buy green raffia grass matting the same as carpeting, in rolls 1 yd. wide by 10 yds to a roll. Short grass, closely sewed (52 row style).
Per 10-yd. roll..... **$15.00**

Same in **natural color undyed raffia** except sewing same as 32 row mat. Excellent for thatched roofs and other tropical displays.
1 yd. by 10 yds. Per roll..... **$15.00**
Natural Undyed Raffia Mat (32 row). 1 yd. x 2 yd. Each..... **$2.75**



Palmetto Palm Plants
WITH WICKER POTS

F. O. B. Factory
Hartford, Mich.

We offer at an exceptionally low price this natural Palm Plant in a Two-Tone Wicker Basket.

	Single Each	Lots of 2 Each	Lots of 4 or More Each
No. KG-200—24 in. high, 5 leaves	$1.50	$1.35	$1.25
No. KG-201—36 in. high, 5 leaves	1.95	1.75	1.60
No. KG-202—42 in. high, 7 leaves	2.25	2.00	1.80
No. KG-203—54 in. high, 9 leaves	3.25	3.00	2.75

Palmetto Palm Trees With Green Painted Wooden Tubs

Leaves come detached, but may easily be inserted in metal holders hidden in the heavy trunk fibre.

	Single Each	Lots of 2 Each
No. KG-100— 6 ft. 9 leaves	$4.25	$4.00
No. KG-101— 7 ft., 12 leaves	4.75	4.50
No. KG-102— 8 ft., 15 leaves	5.75	5.50
No. KG-103—10 ft., 18 leaves	6.75	6.25

TISSUE PAPER IMITATION GRASSY MATS

No. X-2041—Size approximately 18 in. x 36 in. Made of green tissue paper slashed and woven to imitate grass. Cheap and effective for window decorating and other similar uses. Inexpensive, practical, looks like real grass and can be used any place that a grass-like effect is is desired. Each..... **15¢**
Per dozen..... **$1.50**

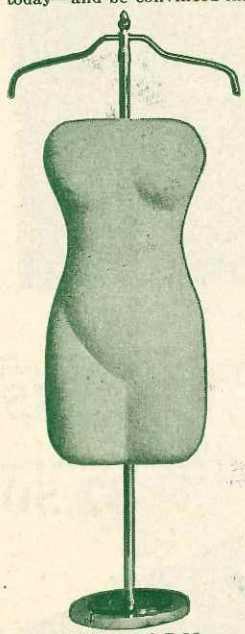
Palmetto Palm Tree

F. O. B. Factory, Hartford, Mich.
No. KG-8—Natural palm bark covered trunk and 12 palmetto leaves make a tree 72 in. tall with top spread 36x30 in. over all. **Wood base is covered with grass matting** (no tubs)
Each in carton. Each..... **$3.95**
Two to the carton. Each..... **$3.70**
Four to the carton. Each..... **$3.50**
No. KG-301—Same as above except 4½ ft. high and 10 leaves. Each..... **$3.25**
Packed 2 to a carton. Each..... **$3.00**

KAL-FORMS

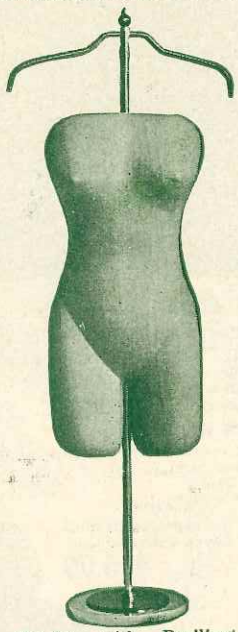
Better Displays at Lower Costs

For Dresses, Coats, Blouses, Sweaters, Brassieres, Lingerie, Corselettes. Attach **Kal-Forms** to your stands. See the difference in your displays. Attach to your stand and they are ready for immediate use. This new display attachment is designed on scientific mechanical principles to withstand the maximum usage. It is rigidly constructed of a woven material and covered with beige jersey. Permanently sealed to a durable steel frame, with a steel cross channel plate welded to it, clamping firmly with thumb screws to the T stand upright. Order yours today—and be convinced that they are a distinct contribution to better merchandising.

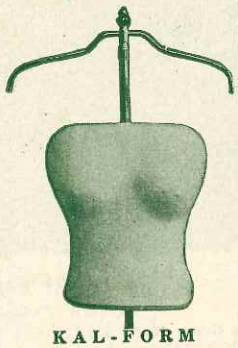


KAL-FORM

For displaying **Dresses, Coats, Lingerie and Corselettes.**
Style B. Each.. **$2.50**
Per dozen..... **$27.00**

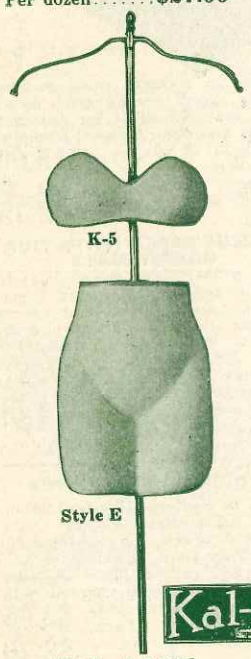


Made with Resilient Crotch enabling suit to be draped completely over Form.
Style C. Each.. **$2.75**
Per dozen..... **$30.00**



KAL-FORM

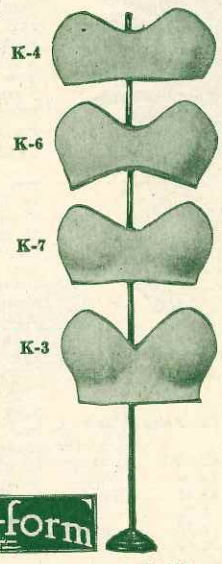
For displaying **Blouses, Sweaters, Brassieres.**
Style D. Each **$1.75**
Per dozen..... **$18.00**



Style E

KAL-FORM

Style E—For displaying **Girdles.** Makes your inexpensive models look much higher priced Each.... **$2.25**
Per dozen..... **$24.00**



K-4
K-5
K-6
K-7
K-3

KAL-FORM

Style K—For displaying **Brassieres.** Custom-made to fit various types. Clips onto any T-stand (any number). **75¢**
Each .....
Per dozen..... **$7.50**

V-1

Style V-1—For displaying **Women's Suits.** **$2.75**
Each .....
Per dozen..... **$30.00**

V-2

Style V-2—For displaying **Women's Suits.** **$2.75**
Each .....
Per dozen..... **$30.00**

Wall Hat Display Strip

Good Looking Inexpensive Sales Producing Easy to Install
No. WR-71

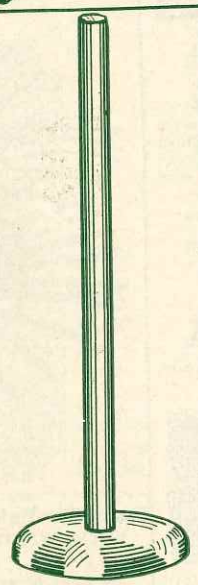
Thousands in use—the country over. Adopted by large chain organizations as standard equipment for all stores. Attached to Walls, Posts or Shelving Pilasters. 72-inch height. Has six display arms with regulation hat tops. Attractive Silver Bronze finish.

Per Dozen
$15.75

In less than dozen lots. Each **$1.35**

Plus **25¢** packing charge on each order of less than 1 dozen. No packing charge on dozen lots.

Can easily be lacquered any color to match your fixtures.



Low Cost Head Support

No. WS-73-W

Attractive, all-wood head support. Heavy 7-inch round base, 1-inch solid wood upright. Rich White Enamel finish. Choice of 24, 30 or 36-in. heights.

Each 65¢

Millinery Display Heads

6 for $11.25

$2.10 EACH

MH-107 **MH-106** **MH-109**

Made of plastic composition, finished in flesh tints with assorted colors of hair. Blonde, brunette, titian (auburn) and white. Each..... **$2.10**
6 for..... **$11.25**

Base not included.

BASES FOR HEADS

No. MH-200—Made of plastic composition. Choice of three heights—9-in., 12-in. or 15-in. **$1.65**
Each .....
6 for..... **$9.00**

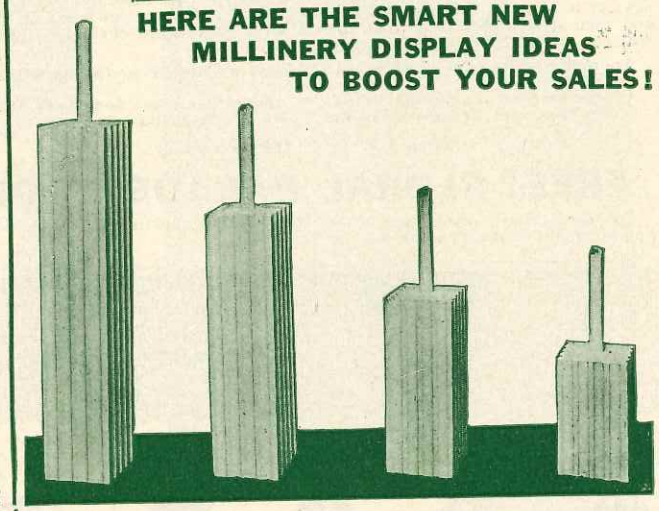
Glass Eye Millinery Heads with Permanent Human Hair Lashes

Made of
DURO WOOD PULP

$2.50 EACH

7 different characters, assorted head sizes. Hair shades: Platinum white, brunette, golden blonde, Tosca brown, gold or silver.....

HERE ARE THE SMART NEW MILLINERY DISPLAY IDEAS TO BOOST YOUR SALES!



MILLINERY BASES

The New Concave Half Round Style in Dresden White.
No. MP-375—In 9, 12 or 15 in. height. Each..... **$2.10**
No. MP-375—In 18 or 24 in. height. Each..... **2.25**
Specify sizes desired.

PEDESTALS

Same Finish and Design as above for Display Accessories and Elevating Merchandise. 6 in. x 6 in. square in the following heights:
No. MP-350—In 9 or 12 in. height. Each..... **$1.75**
No. MP-350—In 18 or 24 in. height. Each..... **2.00**
Specify sizes desired.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

No. MH-97

No. MH-93

No. MH-92

No. MH-94

No. MH-95

Outstanding Millinery Display Heads

No. MH-96

IN A NU DU TONE FINISH

Nu DuTone Heads
Hair Shades: Blonde, Brunette, Henna and Platinum
Head Sizes 21½ to 22½ inches

Be the first in your city to display your millinery on these very latest DuTone Millinery Heads.

Modern yet life-like. Ultra smart in design and technique, at a price that will fill the needs of the most discriminating buyer. Made of **Duro-Wood Composition**, far superior to plaster, papier mache or any others on the market.

DISPLAY HEAD STANDS

No. MH-80-D—Wood. DuTone finish. Come in three heights: 24-inch, 30-inch and 36-inch. Each..... **$1.75**
6 for..... **$9.75**

$1.75 EACH

6 for $9.75

Made of sturdy Duro-Wood composition, practically indestructible with the Nu DuTone lacquer finish.

A JUNIOR DISPLAY HEAD OF DISTINCTION

Displays, Millinery, Scarfs, Dresses, Coats

Made of Duro-Wood Composition. Artistically finished in fast colors and accurately proportioned.

JUNIOR DISPLAY HEAD

No. MH-15—Hair Shades—Blonde, Henna. Originated and modeled by one of America's leading sculptors, with a new and more glamorous appeal. The use of this much-needed Display Head will answer a fourfold purpose and increase the effectiveness of your window. Each..... **$1.95**

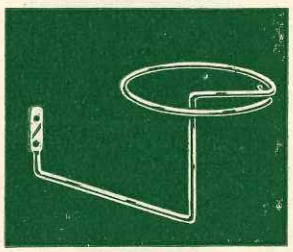
Wood Pulp Baby Heads

MH-9

Baby Head No. MH-9—Natural flesh finish, painted eyes. Each.. **55¢**
6 for..... **$3.00**

Baby Head No. MH-20—Natural flesh finish, painted eyes. Each.. **95¢**
6 for..... **$5.25**

MH-20

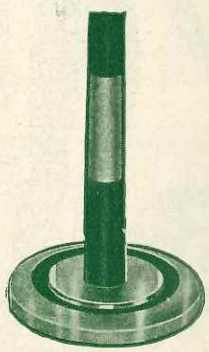


Millinery Display Wall Bracket

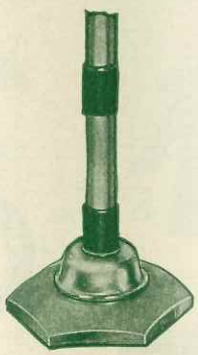
No. MR-327—This utility millinery bracket can be mounted on wall, post or shelving. Made of heavy 3/16-inch rod, finished in **Silvertone.** 5 in. diameter ring, 7 in. arm projected from wall, 4 in. upright. Furnished with screws.

Per Dozen
$1.30

WOOD HEAD SUPPORTS



No. WS-108—Wood Support. Silver and Black. Heights: 24-in., 30-in., 36-in. **90¢** Each .....
Per dozen..... **$9.00**



No. WS-708—Wood Support. Silver and Black Wood with Chrome Trim. Heights: 24-in., 30-in., 36-in. **$1.25** Each .....

No. MH-187

No. MH-188

No. MH-189

THREE BEAUTIFUL SHOULDERETTES!

A smart display combination as a group or individual displayers. For blouses, sweaters, lingerie, scarfs, millinery and costume jewelry. Hair Platinum Blonde. Features natural colors. Price, each..... **$2.50**
Per set of 3..... **$6.50**

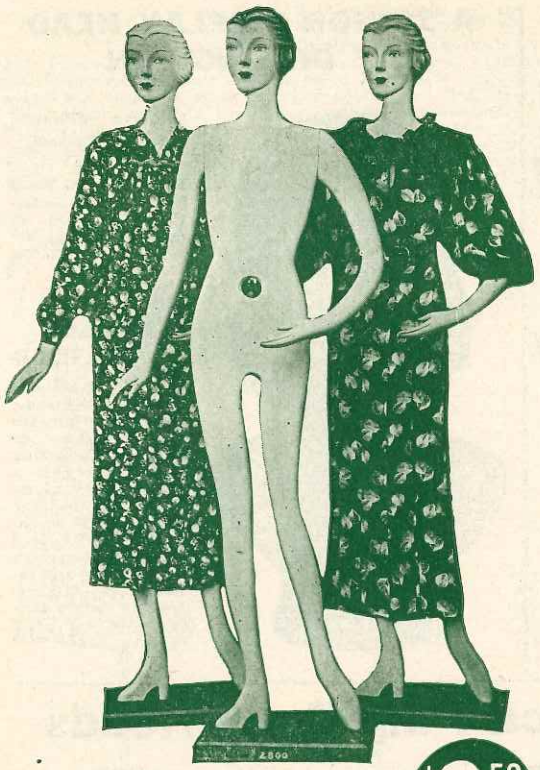
Attract Attention!

Increase Sales

These Modern, New

WOODIKINS

are winning greater favor as the ideal medium for displaying women's and children's garments. They make your dresses, coats and suits appear more charming than ever . . . enhance their individuality and multiply their style appeal.



No. SW-2800—Three excellent Woodikins for showing popular priced garments. Enhance your merchandise and make it appear higher priced. Flesh enameled, with hair in blonde, brunette and titian colors.....
Special price for set of 3.....$25.00

$8.50 EACH

No. SW-1310/J—With breasts. Carved hands. Each..... **$9.00**

No. SW-2300—With breasts as on SW-1310/J. Carved hands. Each.. **$9.00**

$9.00 EACH

SW-1310/J—Each $9.00

SW-2300—Each $9.00

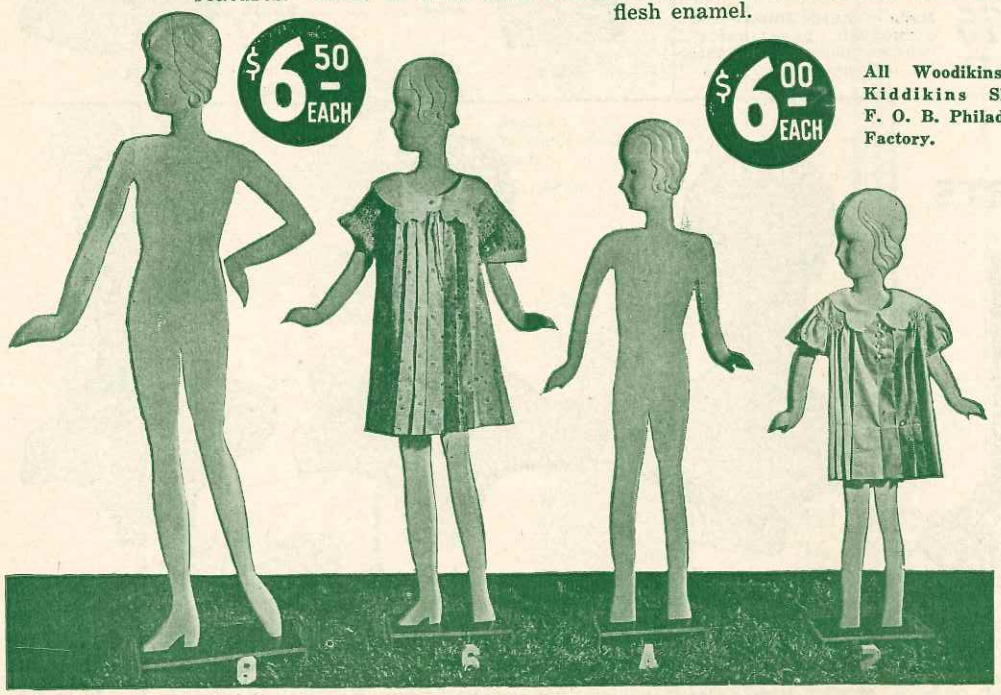
USE KIDDIKINS FOR EFFECTIVE DISPLAYS

They are beautiful for they are hand-carved, modeled correctly to size, hand-painted features. Made of solid hard wood. Finished in the natural color of the wood or flesh enamel.

$6.50 EACH

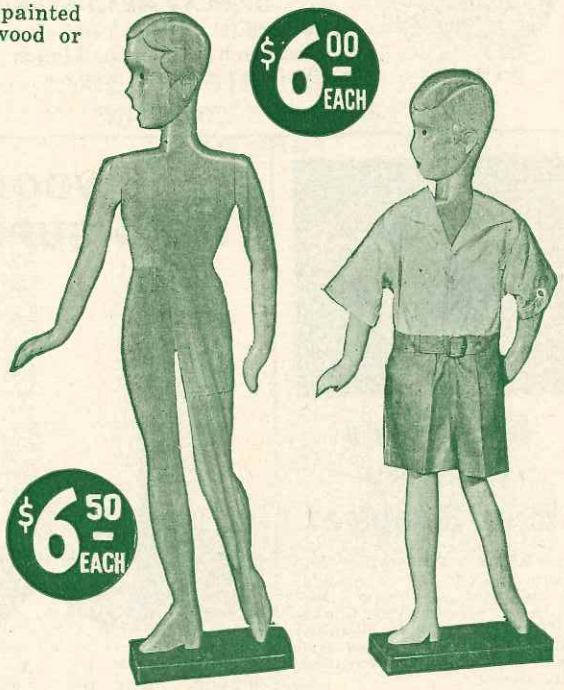
$6.00 EACH

All Woodikins and Kiddikins Shipped F. O. B. Philadelphia Factory.



No. SW-86/G for Girls' Apparel is available in the following sizes:
14 year.....$7.50 10 or 12 year.....$7.00 6 or 8 year.....$6.50 2 or 4 year.....$6.00

$6.00 EACH



$6.50 EACH

No. SW-86/B—Kiddikins for boys' wear. Made along the same fine lines as his sister. The same fine hand-carving and finish.
6 or 8 year.....$6.50 2 or 4 year.....$6.00

NEW CHECKERBAK MIRRORS

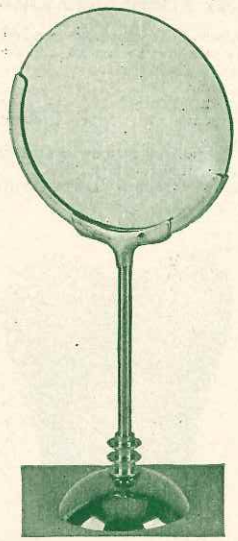
with satin striped backs have created a sensation. These new creations fill a long felt want. By their beauty, grace, smartness, utility, superior quality and workmanship, they have outmoded the more conventional models.

For Millinery Shops, Beauty Parlors, Etc.

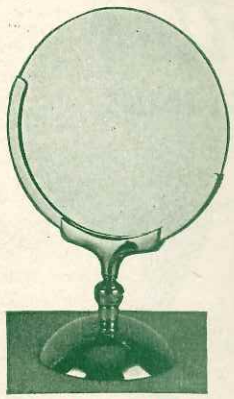
No. CM-O—Satin striped **Chrome** Checkerbak design. **Round.** 7¾ in. in diameter. Each..... **$1.85**

No. CM-5—Satin striped **Chrome** Checkerbak design. **Oval.** 9½x7½ in. diameter. Each..... **$2.75**

These Mirrors Are Favorites Everywhere



No. CM-1301—Attractive 10-in. diameter polished plate glass counter mirror, Suedette backed, mounted in "U" shaped **Chrome** frame, with smart dome-shaped **Chrome** base with disc trim. 20½ in. overall height. Polished **Chrome Finish.** Each..... **$7.00**



LOW SWIVEL

No. CM-1307—For customer convenience an attractive low counter mirror that swivels to any position. 6-in. dome-shaped brilliant chrome cast base, 10-in. diameter polished plate glass mirror, with Suedette back, mounted in rugged "U" channel, securely attached with heavy cast fitment to rugged swivel fitting. Polished **Chrome** Finish. Each..... **$6.00**

MEN'S HAT DISPLAY HEAD

No. MH-932—Made of plastic composition, finished in Suntan and light brown hair. Head only (Pedestal not included). Each... **$2.45**

BASES FOR HEADS

No. MH-200—Made of plastic composition. Choice of three heights—9-in., 12-in. or 15-in. Each.... **$1.65**

6 for..... **$9.00**

NEW MAGAZINE HOLDER

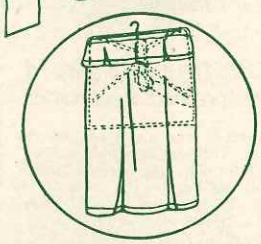
No. MS-749 — For smart presentation of the current magazine advertisements featuring your important lines, use this attractive modern magazine holder, convertible for use with either left or right hand page. Feature page lies open with balance of magazine in attractive chrome roll. Adjustable for any tilted angle. Polished **Chrome** Finish. Each.... **$3.00**

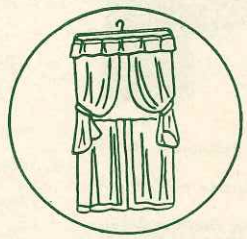
100%

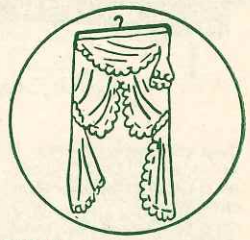
CURTAIN DISPLAY SELLING EFFICIENCY

Curt-Splay

METHOD

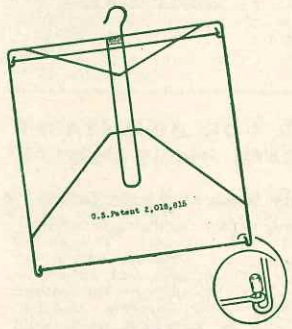






Double Your Curtain Sales With CURT-SPLAY CURTAIN HANGERS

The most practical and least expensive curtain display you can buy



You can show curtains just as they appear at a window. Salespeople can lift the hangers from the display rack and easily show curtains completely draped in a single movement by holding the hanger handle. They are adaptable to every type of curtain—cottage sets, Priscilla, valance sets, criss-cross, panel, and all the others.

These hangers are equipped with two interchangeable rods, so that the various styles of curtains can be easily mounted.

CURT-SPLAY dramatizes the appearance of Curtains of every type and style by showing your customer just how they will look at the windows of her home.

10 BIG FEATURES

Sells more curtains
Conserves floor space
Speeds up showing of styles
Curtains always in pairs
No twisted, scrambled curtains
No injury to delicate curtains
Customers can select styles
Keeps stock fresh and clean
Easy to compare for selection
Guards against shoplifting.

CURT-SPLAY is made of light weight, sturdy, rust-proof Chromin tin finish wire. All joints are spot-welded — no rough spots or parts to tear the curtains. Nothing to get out of order. Will last a lifetime. Guaranteed for service and satisfaction.

60¢ EACH (IN DOZEN LOTS)

THINK OF IT! For only **60¢** each—**$7.20** a dozen—you can place this new, convenient, silent salesman in your Curtain Department and SPEED UP SALES AND PROFITS SURPRISINGLY. Packed 1 dozen to carton. **25c** packing charge on orders for less than 1 dozen.

The NEW 1939 Tubular Silhouette FORM

U. S. Patent Nos.
2,002,441, 1,959,977

With 4 New Features *for* **Tomorrow's Fashions**

$4.75 Doz.

Including all the 4 Illustrated Features

1. Non-slip rubber pads hold Silhouette firmly on stand.
2. Fashioned to display slim waistline and bloused Silhouette.
3. Tubular shaped for flared skirt eliminates artificial appearance, gives effect on both lines.
4. New bottom clamp keeps Silhouette firm and in straight line.

Silhouettes are available in the following sizes:
Model SF-58—For Junior Sizes, 7" hip width.
Model SF-68—For Misses' Sizes, 8" hip width.
Model SF-79—For Misses' and Women's, 9" hip width.
Model SF-57—For Chic effects, 6" hip width.

NEW TUCK CLAMP SILHOUETTE MAKES DRAPING AS SIMPLE AS A, B, C.
No looking for pins—no pinholes—no dress ripping. You can take a dress out of the window for a customer in a minute.
No. SF-79-X—Silhouette with new tuck clamp. Per dozen..... **$5.95**
TUCK CLAMPS ONLY. Per dozen..... **2.50**

DRAPE MODEL
Silhouette Form

No. SF-68-D—Drape model for draping on floor. Per dozen.. **$3.95**

BLOUSE MODEL
Silhouette Form

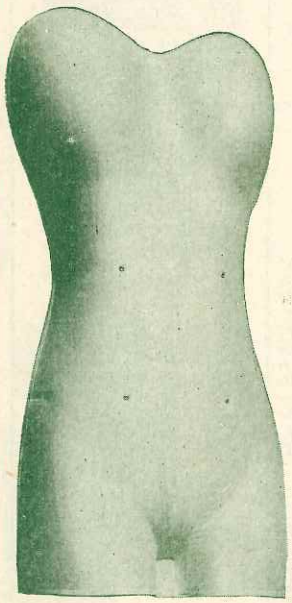
No. SF-B-5—Blouse model for Blouses and Knitwear. Per doz. **$3.25**

Boost Sales by Draping Your Merchandise on These Life Like

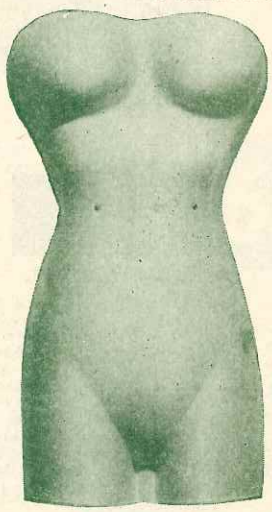
Figurettes
PATENT PENDING
ADJUSTABLE MOLDED FORMS

The new invention that displays apparel as effectively as window forms at a fraction of their cost.

- Dressed in a jiffy.
- Does away with pinning.
- Instantly attached to your present stands.
- Durable . . . made of sturdy material reinforced with metal braces.
- Uses no more window space than stand alone.
- Inexpensive.



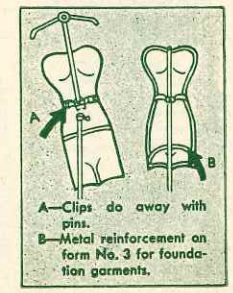
No. SF-4 — Figurette. The greatest display accessory ever created. Standard woman's form, for dresses, coats, suits, etc. Flesh color mercerized sateen. Transforms any dress stand into an effective garment display. Makes them look as though they were draped over a natural figure mould of realistic body line. Each... **$2.00**
Per dozen..... **$21.00**



No. SF-3 — Figurette. A rigidly constructed form, reinforced with metal braces to prevent curling under. Shaped on perfect body lines for displaying bathing suits and foundation garments. Flesh mercerized sateen. Equipped with metal fittings —so you easily attach it to any metal stand. The results are remarkable. **$2.00**
Each..... **$21.00**
Per dozen..... **$21.00**

Chain Stores, Department Stores and Specialty Shops all over the country have adopted Figurettes . . . leading professional display men find them indispensable in modern window dressing.

No. SF-2—Blouse Figurette. A developed front portion of a blouse form, rigidly constructed and equipped with fittings to attach to any stand. For blouse and suit display. Flesh Color Mercerized Sateen. Each..... **$1.50**
Per dozen..... **$15.00**



A—Clips do away with pins.
B—Metal reinforcement on form No. 3 for foundation garments.

NEW! STYLED FOR ADJUSTABLE LOW DRAPE DRESS DISPLAY

Adjustable to Any Desired Angle Drape

No. MS-667—An adaptation from the popular European type low dress stand for window display. This fixture features gooseneck draping top, pressure swivel upright at base with extensible upright, allowing for draping in any possible position. 18/28" extension, heavy solid cast 8" base. Polished Chrome Finish. Each..... **$6.00**

The New "STYLEFIT" Dress Displayer

No. MS-189—Shapely fiber-board cut-out that tremendously improves the appearance of the garment displayed. Fitted with ingenious new style clamp that holds tight on any style stand. Edges attractively bound with heavy tape. Enables anyone to make neat, attention-compelling displays. Packed 12 in carton. Per dozen..... **$3.60**

Packed 6 in carton. 6 for..... **$2.10**

Packed 3 in carton. 3 for..... **$1.20**

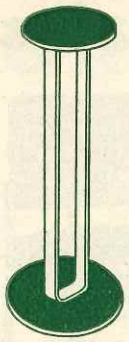
CATALIN EASEL

For Purses and Bags

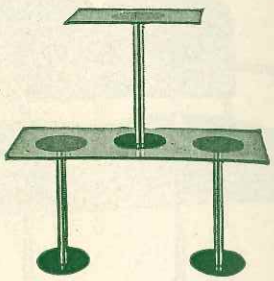
Colors: Glossy Black or Clear (resembling glass).

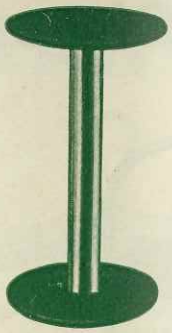
No. CH-705—Base 3¼" 4¾" high. Per dozen.. **$4.80**

All Metal Pedestals
for
Better Window Buildups



MP-862 SERIES





MP-950 SERIES

No. MP-862-S—9 in. height. **Silvertone or Bronze Finish** (no rubber discs). Per dozen..... **$8.20**

No. MP-862-C—9 in. height. **Chrome and Black Finish** (no rubber discs). Per dozen..... **$9.00**

No. MP-863-S—12 in. height. **Silvertone or Bronze Finish** (no rubber discs). Per dozen..... **$8.90**

No. MP-863-C—12 in. height. **Chrome and Black Finish** (no rubber discs). Per dozen..... **$9.60**

Please specify height desired when ordering. Pedestals may be had with Suedette (feltlike) covering on top and bottom discs at **$1.25** per dozen additional, or rubber disc top and bottom at **$2.60** per dozen additional.

Rich Chrome Tubular Upright Pedestals for quick, easy trims and glass build-ups.

No. MP-950—9 in high. 1 1/16 in. tubular upright. Black top and bottom discs with Suedette finish. Per dozen..... **$9.60**

No. MP-950-C—9 in. high. All Chrome including top and bottom discs with Suedette finish top and bottom. Per dozen..... **$12.50**

No. MP-951—12 in. high. 1 1/16 in. tubular upright. Black top and bottom with Suedette finish. Per dozen..... **$9.60**

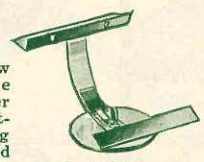
No. MP-951-C—12 in. high. All Chrome including top and bottom discs with Suedette finish top and bottom. Per dozen..... **$12.50**

No. MP-952—18 in. high. 2 in. tubular upright. Black top and bottom discs. Each..... **$3.10**

Essential Accessories for Your Shoe Window Trims

Adjustable Double Shoe Displayer

No. MS-493 — New style, low, double shoe displayer. Holder tilts on base. Adjustable with handy wing set screw. Polished **Chrome Finish**. Each... **$1.35**



No. MS-493

Individual Heel Rest

No. MS-60—Bright Nickel finish. A heel rest that shows the shoe. Per dozen..... **80¢**

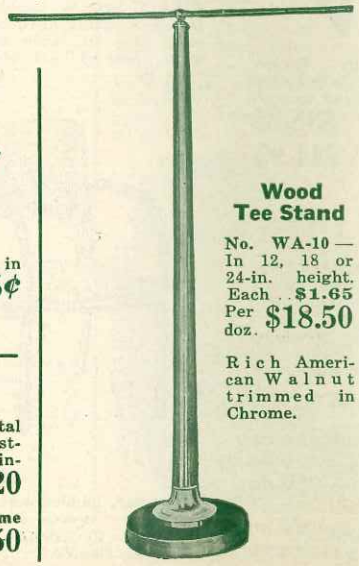
Adjustable Single Shoe Displayer

No. MS-491-C — Adjustable single shoe displayer in new, low style. Holder tilts on base. Polished **Chrome Finish**. Each..... **95¢**

No. MS-491-C

No. MS-491-S—Same as above except in **Silvertone Finish**. Each..... **75¢**

Wood Tee Stand



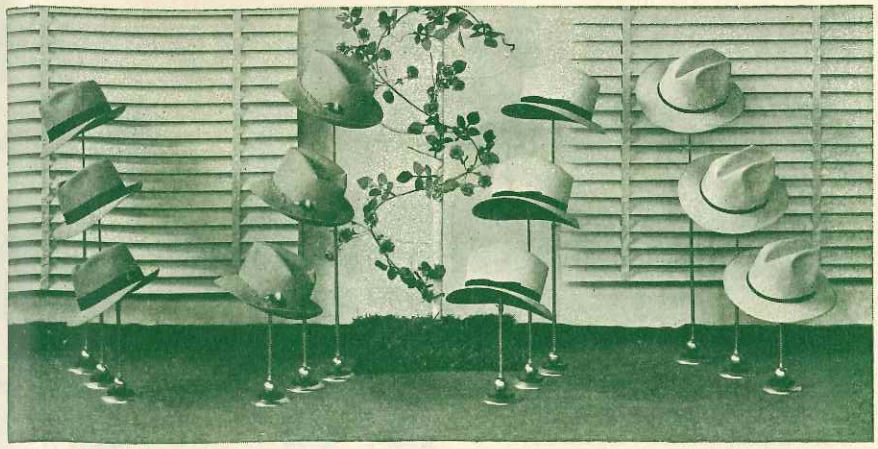
No. WA-10 — In 12, 18 or 24-in. height. Each..**$1.65** Per doz. **$18.50**

Rich American Walnut trimmed in Chrome.

Heel Rest

No. MS-432-S—All metal rest, 1½" wide, adjustable. **Silvertone Finish**. Per dozen..... **$1.20**

No. MS-432-C — **Chrome Finish**. Per dozen..... **$1.50**



HAT-STA FIXTURES — Adjustable to Any Size Hat

Hat-Sta controls the snap of the brim, shape of the band and crown of the hat. It displays men's hats perfectly at any angle. Hats cannot slip from original position you place them in display.

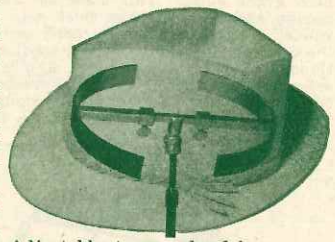
Adjustable to any angle desired without touching hat.

Available from stock in ¼ in. fittings for metal stands. Each.... **$1.50**

Per doz..**$15.00**

Also available from factory in ⅜, ½ or ⅝ in. fittings for metal stands.

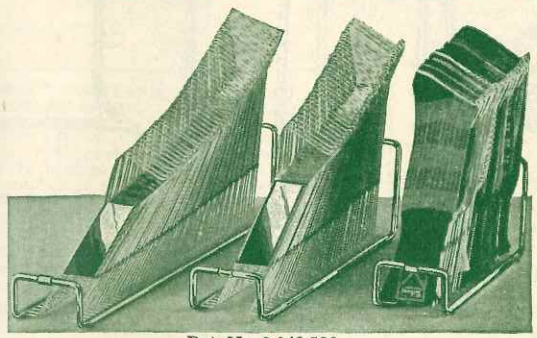
Special slip-over slit tubular holder for wood stands. Extra. Per doz.. **$2.50**



Adjustable to any headsize, crease in hat undisturbed.

An Innovation!

SOCK SELLER



Pat. No. 2,048,586

Show More Socks
Keep Counters Neat

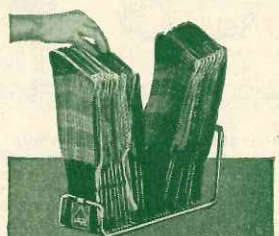
Here is truly a new and **more effective** method of selling men's hosiery. The "Sockseller" makes the selection of socks quicker and easier. It individualizes each pair and allows the customer full view by merely leafing through the uprights. Stocks are always in order after customer has made selection. No messy counters to straighten up. Here is the neat, effective method for greatest hosiery sales.

No. MS-528—24 forms, 18 in. overall length, equipped with four rubber bumpers at bottom of frame. **Silvertone** forms and frame. Each..... **$4.80**
CHROME frame, **Silvertone** forms. Each..... **$5.95**

No. MS-529—Same as above except 36 forms, 19½ in. overall length. **Silvertone** forms and frame. Each. **$6.10**
CHROME frame, **Silvertone** forms. Each..... **$8.25**

No. MS-530—Same as above except 48 forms, 26 in. overall length. **Silvertone** forms and frame. Each. **$9.00**
CHROME frame, **Silvertone** forms. Each..... **$12.85**

TRIMS EASILY. No longer is it necessary to have sloppy hosiery counters. The "Sockseller" stocks and displays hosiery conveniently and neatly for your customers.



DISPLAYS EASILY. Appeal to your male customers' natural desire for ease of selection. The "Sockseller" makes complete stocks easy to see—easy to inspect, by its unique leaf-through method.

Smartly Styled, Quality Chrome Shoe Chairs

ALL PRICES F. O. B. CHICAGO

No. RM-8½—3 Chair Assembly $26.95

5 Chair Assembly.....$42.95

All Prices F. O. B. Chicago.

$26.95 — 3 CHAIR ASSEMBLY

The No. RM-8½ Shoe Chair Assembly is low priced to meet the demands of any type of high grade store. This assembly has a Flex-Spring seat three inches thick and a heavily padded back that is comfortably curved to fit the contour of the body. It is available in sections of three and five chairs, and is delivered set-up and ready for use. Seats measure 19 in. from center to center. Dimensions of seat 18 in. by 18 in.; backs 14 in. by 8 in.....

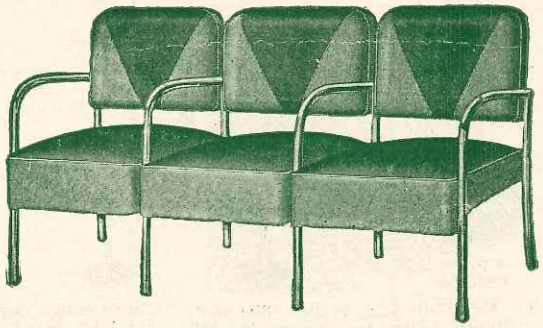
No. RM-8 Single Chairs

$9.95 EACH

No. RM-975—Each $9.25

A chair combining unusual comfort and utility with a price within the reach of every one. Flex-Spring seat measures 17½ in. wide by 18 in. deep. Comfortably shaped back is 8½ in. x 14½ in. A chair which is in place wherever it is used.

$9.25 EACH



No. RM-1005½

This unit is available as a single chair or as illustrated in units or gangs of two to seven chairs. Seats are deep Flex-Spring construction and heavily upholstered. Backs are heavily padded and may be had with plain or special upholstered design as illustrated. Dimensions: Seat 18 in. by 21 in.; back 18 in. by 13½ in. Seat measures 19 in. from center to center.

No. RM-1005½ Single Chairs

$12.45 PER CHAIR

In units of two or more

$10.95 PER CHAIR

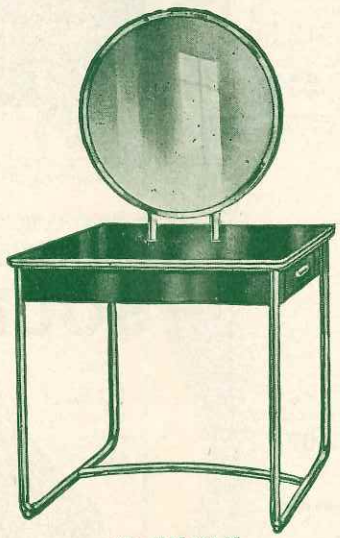
All Prices F. O. B. Chicago.

No. RM-351

A non-tipping stool constructed to easily withstand hard abuse. Has heavy corrugated rubber foot pad and a well padded upholstered seat. Non-marring glides on the legs protect the floor.

$6.00 EACH

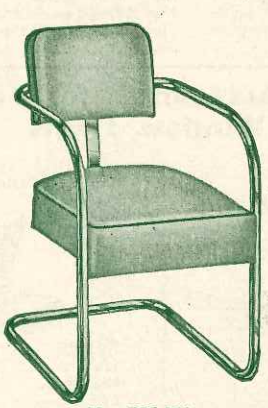
No. RM-4 — Millinery Chair. Large, comfortable seat and round upholstered back. Seat 17 in. wide by 17 in. deep. Back is 14 in. in diameter. Height of back 17½ in. Each.. $9.00



No. RM-902-N

Millinery table or double vanity. Roomy drawers are located to avoid interfering with customer. Double 24-in. round mirror. With 30-in. by 30-in. wood top. Each..... $38.25

With 30-in. by 30-in. Royaloid top. Each..... $44.95

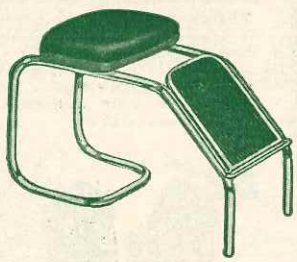


No. RM-978

This chair is the same as our RM-975 but is supplied with Marshall spring-filled air-cushion seat, 17½ in. wide by 18 in. deep. Size of back 10½ in. by 14½ in. Each..... $11.50

No. RM-7

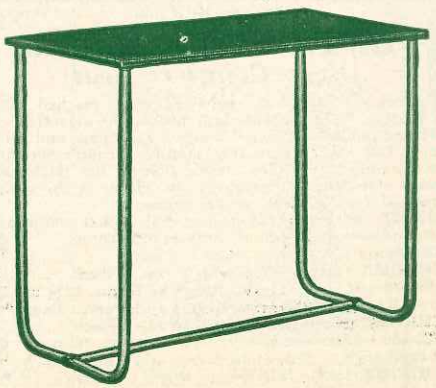
Shaped upholstered back, size 14 in. by 10½ in. Padded upholstered seat, size 13½x15 in. Each.... $6.95



No. RM-350

Shoe fitting stool rests solidly on the floor. Has comfortably upholstered double seat with upholstery edges concealed. One-piece tubular chromium steel frame is perfectly balanced and will not tip. Heavy corrugated rubber foot pad set in chromium frame is easily replaced. Non-marring polished floor glides. Highly polished rounded heel rail will not mar the most delicate shoe.....

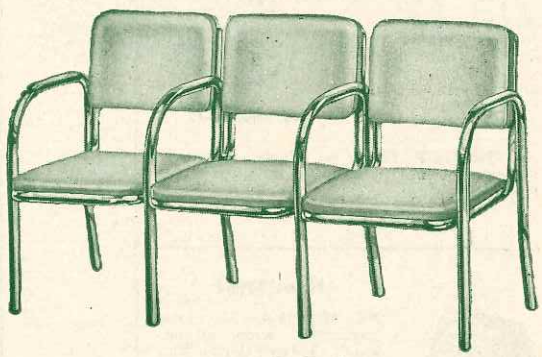
$8.00 EACH



No. RM-822-O—Table which is both attractive and useful. Will enhance the appearance of any chromium furniture setting. Alcohol-proof wood tops.

All tables 29 in. high.

	Each
18x36-in. top.	$20.00
20x36-in. top.	21.00
20x40-in. top.	22.00
24x36-in. top.	22.50
24x40-in. top.	23.50
30x36-in. top.	25.50



No. RM-375-N—In Gangs

Roomy, padded seat 18 in. by 18 in. in size. Height of back 16 in. Smooth floor glides. In gangs of two or more. Per chair..... $10.65

Single Chairs..... $11.45

GARMENT HANGERS . . .

Bent Wood Dress Hanger with Rubber Tips

No. GH-511-RT—The rubber-headed tips of this hanger will keep skirt loops and shoulders of garments in position. Similar to our No. GH-511. Per 100 ..... **$3.75**
Shipping weight 12 lbs. Packed 100 to carton.

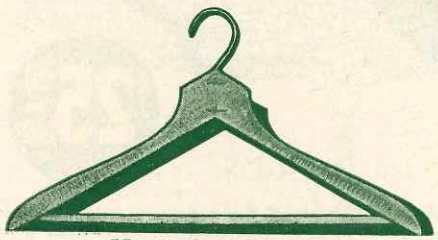
Bent Wood Dress or Blouse Hangers

No. GH-522 — A practical, light-weight hanger. Sawed flat-top, 5/16 in. in thickness, 16 in. long. Waxed finish. Inexpensive and popular. Made to sell at a low price. Per 100 ..... **$1.65**
Shipping weight 12 lbs. Packed 100 to carton.
Per 1000 ..... **$16.00**

No. GH-511—A very inexpensive standard shirt-waist and dress hanger, 5/16 in. in thickness, 16 in. long. The rounded top is hand-sanded and waxed and the whole hanger well finished. Per 100 ..... **$2.35**
Shipping weight 11 lbs. Packed 100 to carton.
Per 1000 ..... **$22.00**

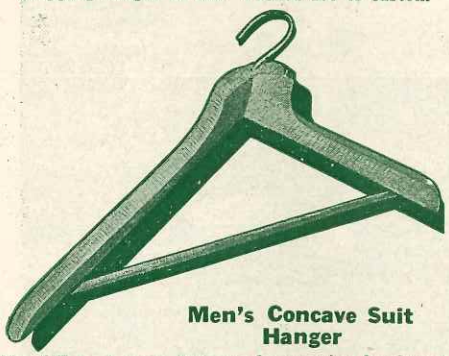
Enameled Hanger with Rubber Tips

No. GH-511-ERT—An enameled, rounded top hanger, with rubber-headed tips. Choice of white, pink or blue enamel. Per 100 .. **$5.50**
Shipping weight 12 lbs. Packed 100 to carton.



Men's Suit Hanger

No. GH-54-B—A very popular wax finished, round-top hanger with strong corrugated fastener joint. This first quality hanger is very inexpensive. Per 100 ..... **$4.75**
Shipping weight 32 lbs. Packed 100 to carton.

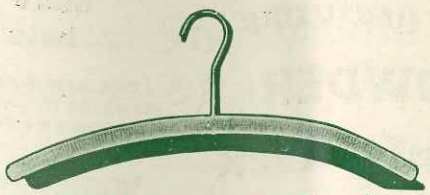


Men's Concave Suit Hanger

No. GH-1—A very high grade, genuine hardwood hanger, with concave shoulders that preserve the molded effect of the coat and hold the collar in perfect condition. The lock joint makes this extremely strong. Per 100 ..... **$12.50**
Shipping weight 44 lbs. Packed 100 to carton.

Men's Semi-Concave Suit Hanger

No. GH-545 — 16½-in. well made semi-concave hanger, popular where low price is essential. Bars inserted and tacked. Waxed finish. Per 100 ..... **$8.75**
Shipping weight 32 lbs. Packed 100 to carton.



Regular Hook Ladies' Round Coat Hanger

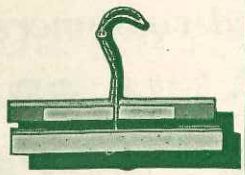
No. GH-5707—The ⅝-in. dowel of this standard round hanger is steamed and bent. A smooth, strong hanger, extra hand-sanded, with shellac finish which will not come off on the garment. Per 100 ..... **$2.75**
Shipping weight 20 lbs. Packed 100 to carton.
Per 1000 ..... **$26.00**

Long Hook Fur Collar Round Coat Hanger

No. GH-5707-Long—This hanger is the same as our GH-5707 but with long crooked hook for fur-collared garments. Per 100 ..... **$2.90**
Shipping weight 20 lbs. Packed 100 to carton.
Per 1000 ..... **$27.00**

GARMENT SIZE DIVIDER

No. GD-273—Keep dresses by sizes on your racks, nine size dividers to the set giving you sizes 14, 16, 18, 20, 38, 42, 44, 46, Ex. Made of 24-ply cardboard and die-cut. Per set ..... **75¢**
Blank dividers to make your own sizes. Per set of 9 ..... **75¢**



Trouser Hanger

No. GH-570-8-in. — A trouser hanger with tinned hook and locking wire which is easy to use. Felt padded so hanger cannot injure garments. Flint finish. Per 100 ..... **$4.75**
Shipping weight 19 lbs. Packed 100 to carton.

Skirt Hanger

No. GH-570-12-in. — The same as GH-570-8-in. but in longer length for skirts. Per 100 ..... **$5.00**
Shipping weight 19 lbs. Packed 100 to carton.

Baby Picture Enameled Hangers

No. GH-5—The standard hanger for baby's clothes. Size 12 in. Finished in pink, blue or white enamel. Per 100 ..... **$8.50**
Shipping weight 20 lbs. Packed 100 to carton.

TRI-TIX—THE PERFECT ADHESIVE FOR DISPLAY WORK It Sticks

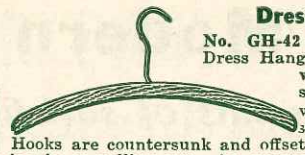
It sticks on glass, wet or dry, paper, fabric, corrugated paper, cardboard, unfinished wood, wallboard, metal, cloth, painted surfaces, walls, floors, ceilings and furniture. Permanently flexible and **waterproof** and will not harden in the jar. No brush is needed to apply **Tri-Tix**—can be applied with the fingers—rubs from the fingers or hands.

The important point in the bonding of all materials is the application of an even coat of **Tri-Tix** adhesive that will **penetrate** into the fiber of the material. When an even coat of **Tri-Tix** is thus applied, with a sufficient quantity of adhesive left on the surface for surface adhesion, there will be no question as to the success of the operation.

Tri-Tix has many other uses. It will repair scuffed shoes, leather, handbags, awnings, tents, window shades, flags, pennants, baseballs, footballs, athletic clothing, sweaters, work clothes, gloves, auto tops, books, etc.

Tri-Tix is **non-wrinkling, flexible** and **permanent.** There is no stickiness or mess. The surplus can be rubbed off material without marring or discoloring.

No.	
TT-201—2 oz.	$0.25
TT-202—5 oz.	.50
TT-203—8 oz. (half pints)	.75
TT-204—Pints	1.25
TT-205—Quarts	2.00
TT-206—Gallons, in metal pails	7.00



Dress Hanger

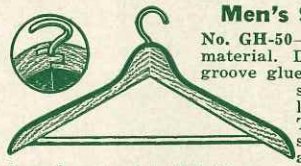
No. GH-42 — A high grade Dress Hanger. Made of hard wood finished smooth all the way down to the shoulder points. Hooks are countersunk and offset to prevent pushing in or pulling out. An unusual value at, per 100 ..... **$2.45**
Shipping weight 15 lbs. Packed 100 to carton.

Children's Garment Hanger

No. GH-42-12—This is the same hanger as above. Made in 12-inch size for children's garments. Per 100 ..... **$2.45**
Shipping weight 12 lbs. Packed 100 to carton.

Ladies' Coat Hanger

No. GH-2-F—A well finished hardwood hanger, extra heavy, correctly shaped, with rounded edges and heavy hook 7 in. long. Vee Bee finish. Ideal for fur or fur collared coats. 100 to the carton. Shipping weight 35 lbs. Per 100 ..... **$6.50**

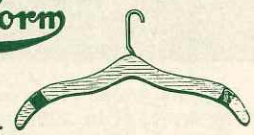


Men's Suit Hanger

No. GH-50—Made of selected material. Double tongue and groove glued head joint (the strongest method known to art). Trouser bar is inserted and nailed at each end. Smooth natural buff finish. Per 100 ..... **$5.75**
Packed 100 to carton. Shipping weight 33 lbs.

For Dresses and Gowns

Goodform



No. GH-333-RB.

There are no protruding ends in the sleeves to cause unsightly bulges. Instead the natural curve holds the shoulder and sleeve true and shapely.

Eliminate high markdown cost of cheap ill-shaped hangers.

Made of Genuine Kilndried beechwood perfectly shaped to conform with shoulder lines.

NOW **double** "Vee Bee" finish as an extra safeguard against snagging and soiling—an **exclusive Goodform feature.**

New securely fastened Latex bushings remain lively indefinitely and are not affected by heat. They are made for us by a new formula.

Beveled edges now extend ¼ inch on each side to prevent crimping fabrics.

No. GH-333-RB—With Rubber Bushings. Per 100 ..... **$15.00**
No. GH-333—Without Rubber Bushings. Per 100 ..... **$9.35**

FINISH

"Vee Bee" finish. It is a satin smooth, semi-gloss finish that does not catch threads in satin, silk or other delicate fabrics or linings and which does not scratch or mar and never gets tacky.

Ladies' Skirt Hanger

No. GH-11 Skirt Hanger—The last word for the perfect hanging of the latest modes in skirts. Designed scientifically to hang the skirt without sagging or wrinkling. The clips are adjusted to a 22-inch band and will take care of all other sizes from there on. Made of selected hardwood—Vee Bee finish. 17-inch. Packed 100 to the carton. Shipping weight 31 lbs. Per 100 ..... **$11.50**
Broken carton 10% extra.

The Modern Way to Display and Sell Pants

Thousands of satisfied customers are using

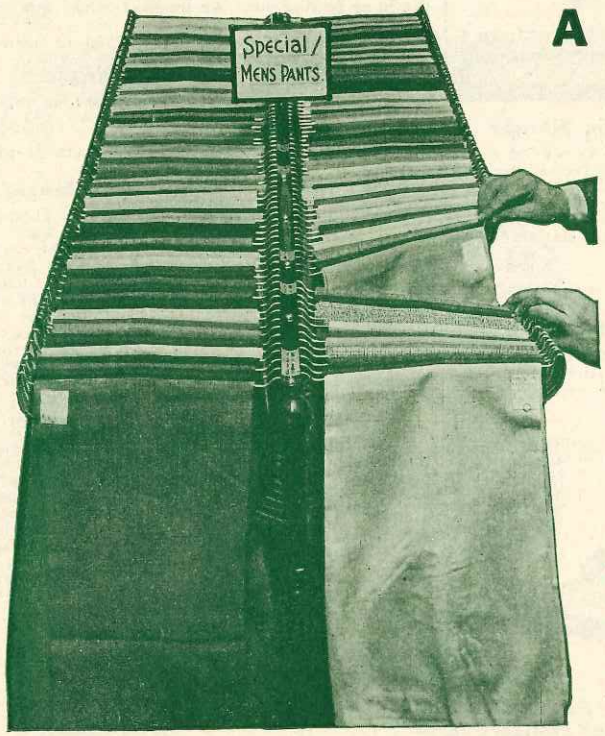
A BROWDER Pants Rack

to increase sales

Holds 150 Pairs

More than 10,000 have been sold

SIZE TICKETS IN CHANNEL STRIP AND ON PANTS. 150 CLIP TICKETS FREE WITH EACH RACK. ADDITIONAL TICKETS $1.50 PER BOX OF 500.



THE NEW WAY
150 PAIRS IN SPACE
27 INCHES x 6 FEET

150 HANGERS
6 FEET LONG
27 INCHES WIDE
47 INCHES HIGH

DETAIL OF SWINGING HANGERS

© Patents Pending

$25.00 EACH

Space Saver—It saves half the space of Pants on tables. In a space 6 ft. long and 27 in. wide you can hang 150 pairs. A six-foot table with five piles stacked fifteen high holds only 75 pairs.

Accessibility—The rack is a filing system for pants, each pair indexed according to waist, length and price. This saves time in locating sizes and patterns.

Appearance—Pants look much neater when hanging, which will greatly improve the appearance of your pants department.

It Sells Pants—This rack will sell two pairs for every one sold with old methods. The attractive, accessible display makes this possible.

Stock Keeping—How many hours a year do you spend restacking pants? The rack eliminates 90 per cent of this unnecessary work, because the pants are always in order.

Condition of Merchandise—Pants hanging do not become wrinkled, and are easier to brush and keep clean. A cloth cover over the rack at night when sweeping is all that is necessary to protect them.

Inventory Value—A glance at the index system will indicate a shortage of any particular size or pattern. This insures a faster turnover with less stock.

Specifications—150 swinging hangers, 6 ft. long, 27 in. wide, 47 in. high. A channel strip in the center for size indexing. All metal steel tubing frame. Large heavy duty hard rubber casters. Dark Mahogany Enamel finish. Card holder and size tickets furnished complete. Shipping weight 75 lbs. Price, F. O. B. St. Louis, Mo... **$25.00**

Can be furnished in **chromium plated finish fittings** and **enameled tubing** at **$3.50** additional or **chromium plated finish fittings** and **tubing** at **$10.00** extra.

F. O. B. St. Louis

THE NEW STREAMLINE MODEL BROWDER PANTS RACK

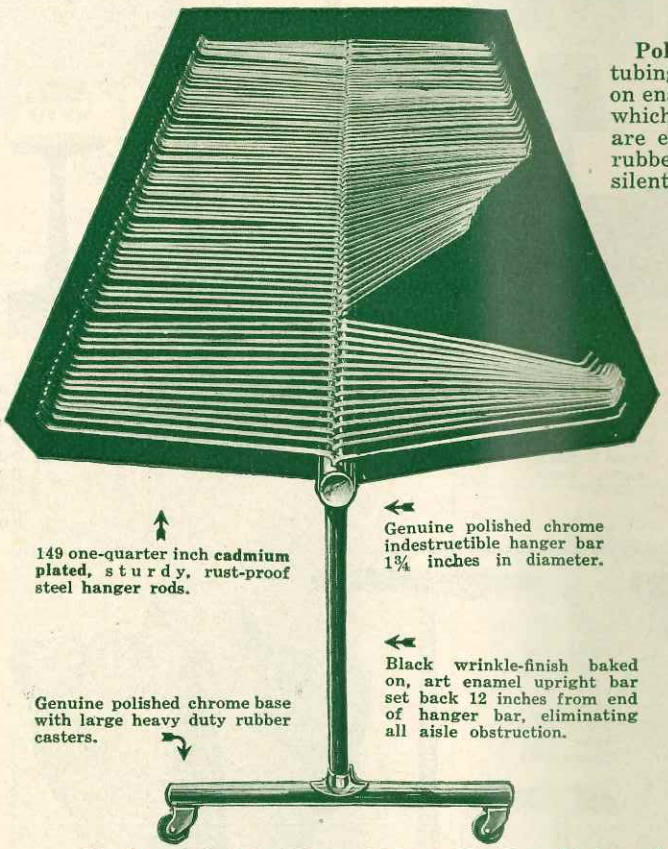
Six New Exclusive Streamline Design Features Which Improve the Display of Merchandise and Increase Sales

New Design Features—Supporting legs are now placed 12 inches from end of hanger bar. This improves appearances and eliminates aisle obstruction and stumbling.

New Type Hangers—The 149 Hangers are of radically new and improved design. By use of ¼-inch steel in place of wire it is possible to achieve simplicity, greater strength and improved appearance.

Non-Tarnishing Hangers — Hangers are Cadmium plated. This Silvertone rust-proof finish assures permanent attractive appearance.

Polished Chrome Hanger Bar—This (1¾-inch diameter) steel tube assures strength and rigidity. It is polished Chrome, an everlasting non-tarnish finish.


149 one-quarter inch cadmium plated, sturdy, rust-proof steel hanger rods.
Genuine polished chrome indestructible hanger bar 1¾ inches in diameter.
Black wrinkle-finish baked on, art enamel upright bar set back 12 inches from end of hanger bar, eliminating all aisle obstruction.
Genuine polished chrome base with large heavy duty rubber casters.

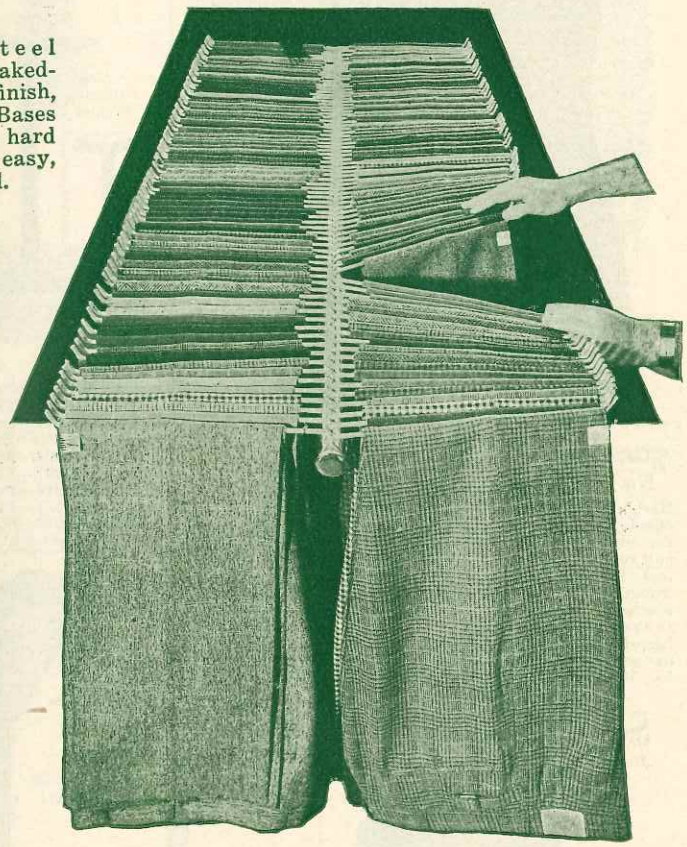
Polished Chrome Base—Steel tubing legs finished in black, baked-on enamel in the new wrinkle finish, which is unusually attractive. Bases are equipped with large size, hard rubber casters that permit easy, silent movement when desired.

Keep stock orderly and save floor space. Shows 149 pairs of pants individually. Modern in its streamline design to match the smartest store equipment.

Send for this modern merchandising unit today. Use our 30-day free trial plan to prove its selling force.

$37.50

F.O.B. St. Louis, Mo.



Each rack is 6 feet long, 27 in. wide, 45 in. high, and has 149 hangers

The individual display of each pair of pants and the quick, efficient manner they can be shown will greatly aid your clerk and customer in showing and selling more trousers.

$37.50 f. o. b. St. Louis, Mo.
Shipping weight 80 lbs.

Every Browder Pants Rack in use has sold enough extra merchandise to pay for the unit in from one to six months.

Take Advantage of This Free Trial Offer

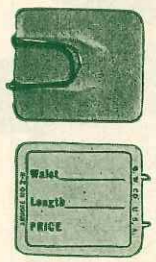
Without obligation to buy for 30 days, we will ship this new 1939 **Streamline Model Pants Rack** to you f. o. b. St. Louis. At the end of 30 days remit $37.50 or return the rack to us **freight collect.**

Improved 1939 Model

Check These Specifications . . . See Illustration

149 Hangers
6 ft. long 27 in. wide 45 in. high
Shipping weight, 80 lbs.
HANGERS — Silvertone, Cadmium plated, rust-proof.
HANGER BAR—Polished Chrome. 1¾ in. in diameter.
LEGS—Wrinkle finish, baked-on enamel (black).
BASE—Genuine polished Chrome. Heavy duty hard rubber casters.

A set of celluloid size markers furnished with every rack FREE.



Clip Tickets

A set of 150 clip tickets like this is furnished with all racks. Additional tickets are **$1.50** per box of 500.

Can be moved with ease, fully loaded with 149 pairs of pants. Its streamline design and all exposed parts of polished Chrome adapt it to use with any store equipment.

Men's Wear Wood Stands

Genuine American Walnut

Exquisite Rich Simplicity in Walnut

The luxurious richness of walnut wood gives this set a distinctive elegance all its own.

Coat Form No. FM-12

Here's the newest development and for every type of suit model. Faultless fitting. Reinforced papier mache with black jersey covering. Regulation ⅝-inch flange. Sizes 35, 36, 37 and 38. Each **$4.25**

Base **$3.50** Extra. ⟶

	Plateau WS-211	Coat Form Base WS-201	Shoe Stand WS-206	Hexagon Block WS-212		
No. WS-201—Coat Form Base. ⅝ in. standard. Each						$ 3.50
No. WS-203—Trouser Stand. 4x8 in. top, 12, 15 or 18 in. height. Each					$2.00	Per dozen 21.00
No. WS-204—Collar Stand. 9, 12, 15 or 18 in. height. Each					1.50	Per dozen 15.00
No. WS-205—Hat Stand. 9, 12, 15 or 18 in. height. Each					1.50	Per dozen 15.00
No. WS-206—Shoe Stand. 9, 12, 15 or 18 in. height. Each					2.00	Per dozen 21.00
No. WS-207—Shirt Stand. 9, 12, 15 or 18 in. height. Each					2.00	Per dozen 21.00
No. WS-210—Pedestal. 12, 18 or 24 in. height. Each						2.00
No. WS-211—Plateau. 15x30x6 in. high. Each						12.50
No. WS-212—Hexagon Block. 5 in. diameter x 2 in. thick. Each						.80

MEN'S COAT FORM

$4.25 EACH

COAT FORM
No. FM-12

Here's the newest development and for every type of suit model. Faultless fitting. Reinforced papier mache with black jersey covering. Regulation ⅝-inch flange. Sizes 35, 36, 37 and 38.

Each **$4.25**

Base extra.

MEN'S FORM BASE
No. WA-425-M

Heavy 8-inch Base. ⅝-inch Standard.

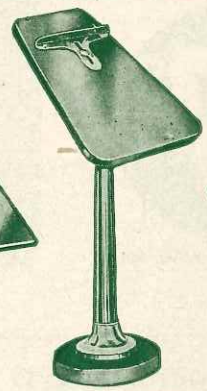
Each **$3.00**

TABLE
No. WA-36

(10x20 Top) 12, 18 or 24-inch heights.

Each **$4.95**

No. WA-70

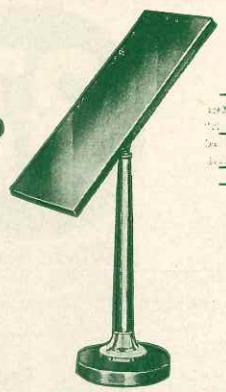


SHOE STAND
No. WA-71

Hinged Wood Top. In 12, 18 or 24-inch height.

Each $1.75

Per dozen **$19.75**



SHIRT STAND
No. WA-76
Tilting Top

In 12 or 24-inch height.

Each $1.75

Per dozen **$19.75**

—finished mellow walnut
—everbrite chrome
—tasteful design
—tops interchangeable

COLLAR STAND
No. WA-73

In 12, 18 or 24-inch height.

Each $1.65

Per dozen **$18.50**

SHOE STAND

No. WA-70—In 12, 18, or 24-inch height. Tops are adjustable to any desired position.

Each $1.75

Per dozen ... **$19.75**

Flat Top Trousers Stand
No. WA-77

In 12 or 18-inch height.

Each.. $1.65

Per dozen

$18.50

MEN'S SHIRT FORM

No. FM-11

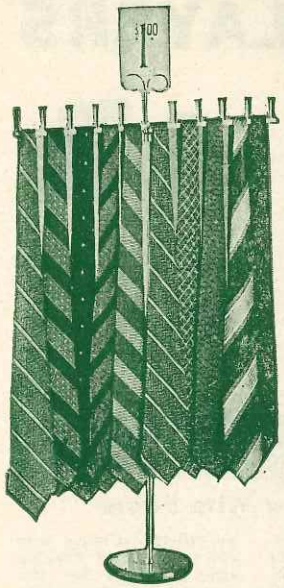
For rapid-fire selling display your shirts on this full-round Form. Reinforced papier mache; with jersey covering. Adjusting ½-in. flange. Sizes 30, 32, 34.

$4.00 EACH

Popular Men's Wear Displayers

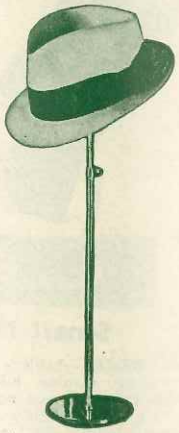
GENUINE POLISHED CHROME

All of these are furnished with black Formica Discs if desired at no extra cost



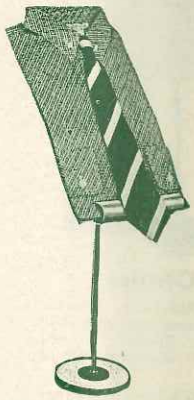
NECKWEAR

Single-bar, Ten-space Necktie Displayer. Ideal for counter use. 24" high.
No. MS35-516-C—Chrome Finish. Each **$3.50**
No. MS35-516-S—Silvertone Finish. Each. **$2.85**



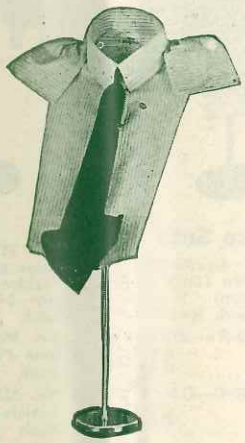
HAT

No. MS35-685 Men's Hat Displayer. Specially formed top to fit creases. 15/30" ext. **Chrome Finish.** Each **$1.60**



ROLLED FRONT SHIRT STAND

No. MS35-688—Men's Shirt Displayer with new rolled front one-piece metal top. Polished Chrome base with black disc trim. 15/30" extension. Each **$2.85**
No. MT-688 — Rolled front shirt, top, only **$1.75**



SHIRT

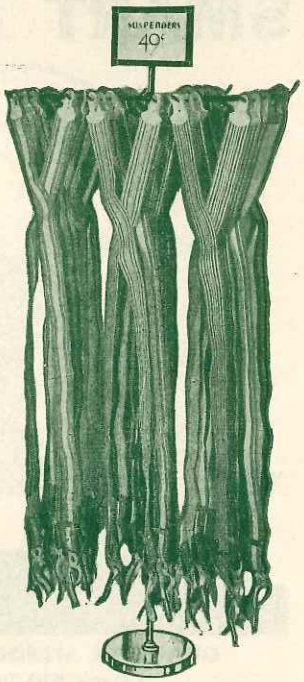
No. MS35-684-S — Men's Shirt Displayer with balsa wood "9x18 oblong top." 15/30" ext. **Chrome Finish.** Each. **$2.60**

COLLAR & NECKWEAR

No. MS35-512 — Collar Stand with walnut wood top. 15/30" ext. **Chrome Finish.** Each **$1.60**

COAT

No. MS35-604 — Coat Draping Stand. Heavy upright. 20/40" ext. 6" base. **Chrome Finish.** Each **$2.90**



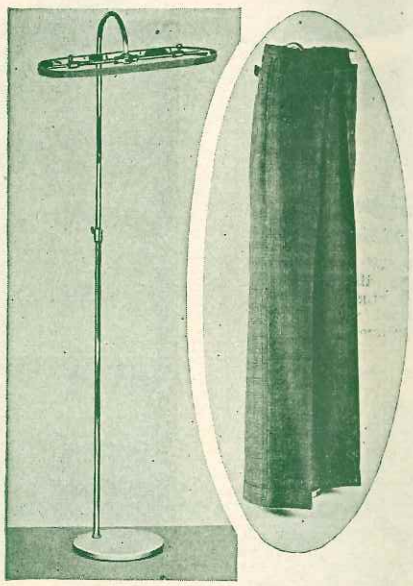
POPULAR SUSPENDER DISPLAYER

For Counter Use

No. MS35-587-S—36" high. 6 sets of display arms featuring a dozen or more pair. 5½x3½" card holder. **Silvertone Finish.** Each..... **$3.30**
No. MS35-587-C—All Chrome Finish. Each **$4.50**

NEW DISPLAYER!

Show—PANTS—SLACKS—Naturally



IDEAL LEDGE or WINDOW TRIM

No. MS-35-693-S—This upright trouser stand will lend a lifelike appearance to your displays of pants and slacks. Shows style and pattern in natural position. Ideally suited for window or ledge displays. Low priced, fits into the most conservative budget. 7" base, 24/48" extensible standard, special formed extensible waistline top, base and standard. **Silvertone Finish.** Each..... **$5.00**

TOP ONLY

No. MT-693—Top only to fit ⅜" upright. Suedette finish. Each..... **$3.00**

Extensible Counter Shirt Rack

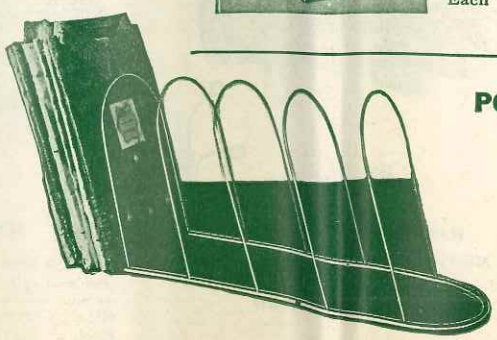
Pat. No. 2,013,085

A new, adjustable shirt displayer to show shirts in half or full-fold in upright position. Adjustable from front to rear so as to always keep shirts neatly arranged. Makes selection of fabric, pattern and collar style easier. Saves time in busy periods. Makes more sales.

No. MS-598 — 8¼x9¾", 12" high back. Silver Lacquer. Each ..... **80¢**

No. MS-599 — 8¼x25½", 12" high back. Silver Lacquer. Each **$1.20**

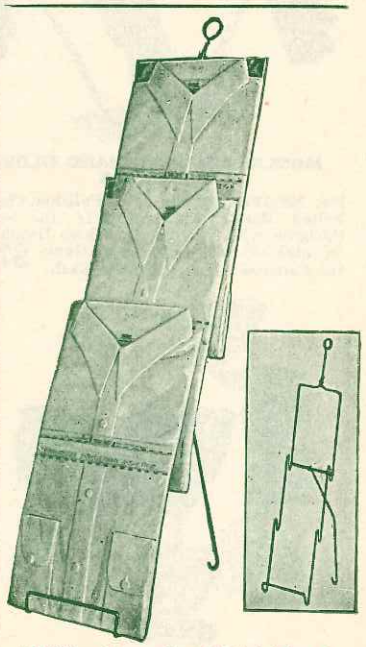
No. MS-600 — 8¼x30¼", 12" high back. Silver Lacquer. Each **$1.40**



POPULAR COUNTER SHIRT RACK

A Real Counter Sales Maker
Shows 24 Shirts

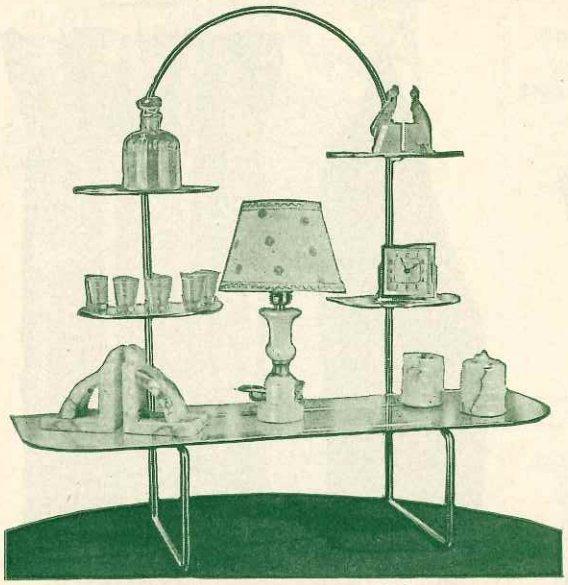
No. MS-2087—A cross counter shirt displayer showing merchandise in an upright tilted position. Takes full or half fold shirts. 26 in. long, 7½ in. wide. 6 display spaces. **Silvertone Finish.** Each **$2.50**



Utility Counter Shirt Easel

No. MR-840 — Heavy Formed Wire Step-Up Display. Features 3 folded or full-length shirts. 25" high. Price ticket holder at top. Brown Lacquer Finish. Each..... **90¢**

SMART MODERN ACCESSORIES DISPLAYERS



GRACEFUL WINDOW PIECE

Chrome With Glass Shelves

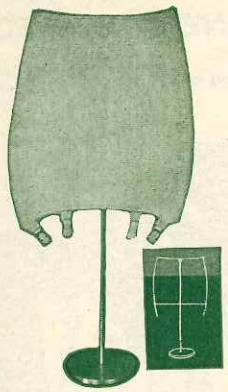
No. MS-2104—A notable achievement in a step-up display arrangement for all types of small merchandise. Excellent window background displayer. Extra high at 36" overall. Bottom shelf 11x36", with four 10" semi-circular side glass shelves. **Chrome** Finish. Each..... **$12.75**

Dance Sets

No. MS35-162—Garments held by turned-down felted snaps at end of top. 15/30 in. extensible stand. Round base.

No. MS35-162-S — Silvertone Finish. Each..... **$1.90**

No. MS35-162-C—Chrome Finish. Each..... **$2.25**

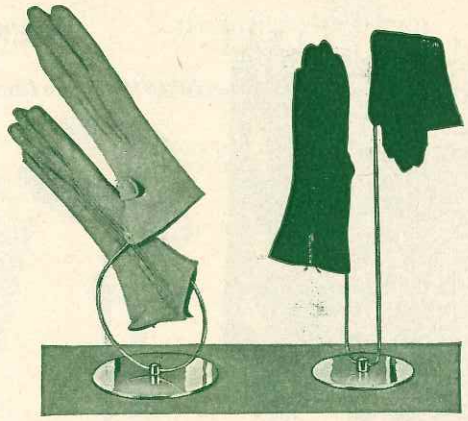


Girdles

No. MS35-161 — Display these garments in a true fashion. Specially braced top—24" standard, round base.

No. MS35-161-S — Silvertone Finish. Each..... **$1.95**

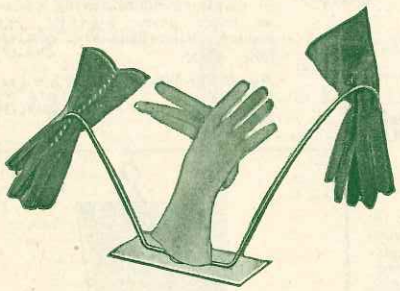
No. MS35-161-C—Chrome Finish. Each..... **$2.40**



Smart New Wire Forms

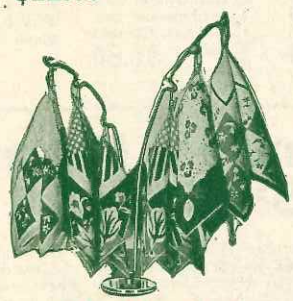
No. MS-141—Achieve interesting display effects with this low cost accessory glove displayer. 15" overall height, 8½" overall width, 5" diameter base, Suedette bottom, with two upright wire full-finger glove hands. Polished **Chrome** Finish. Each... **$2.00**

No. MS-142—Unique wire glove hand and draping arm combined for impressive occasional display. 14" overall height, with wire full-finger glove hand, and 2½" draping arm. 4" round flat base, Suedette bottom. Polished **Chrome** Finish. Each..... **$1.25**



MOULDED RUBBER HAND GLOVE DISPLAYER

No. MS-2074—4x8 in. Flat **Polished Chrome** Felted Base with two 3/16 in. square uprights with two 1¼ in. Glove Loops. 10 in. high overall, width 22 in Genuine **Polished Chrome** Finish. Each.. **$7.50**

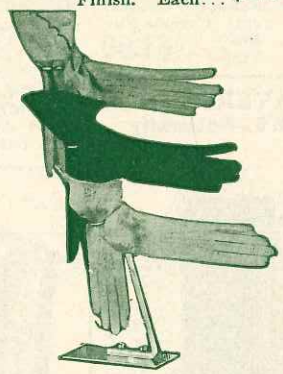


Handkerchief

No. MS-1017—15" high. Displays six handkerchiefs. **Chrome** Finish. Each.. **$2.00**

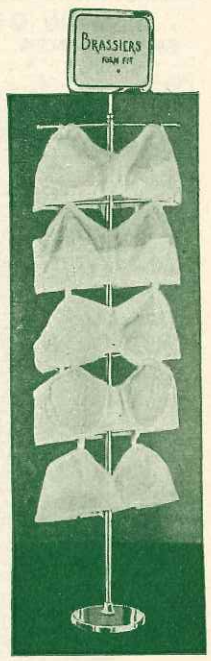
Handkerchief

No. MS-562—12" high. Six 1" loops for displays. **Chrome** Finish. Each..... **$2.85**



Glove or Handkerchief

No. MS-143—18" high. Three 5½" sliding display arms with display ring at end. A very practical counter and window displayer. **Chrome** Finish. Each..... **$4.75**

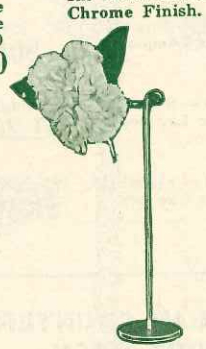


Brassiere

No. MS35-977-S—A very effective cross-arm unit for mass display. 5 arms, 12 in. spread. 6 in. base, 40 in. high, 7x5½ in. card holder. **Silvertone** Finish. Each..... **$3.00**

No. MS35-977-C—**Chrome** Finish. Each..... **$6.00**

No. MS-561—A smart combination purse and handkerchief display. Eight 1¼" rings attached to three-quarter circle, with extensible purse display in center. 19" overall height. **Chrome** Finish. Each..... **$6.00**

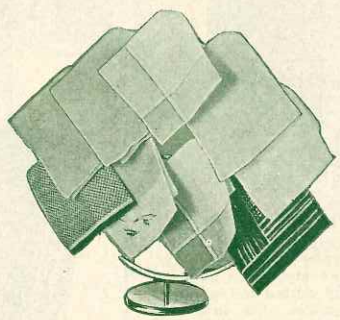


FLOWER STAND

No. MS-120—A sensible single novelty counter or window display for flowers, bouquets, plumes, etc. Felted spring snap, attached to 12" high upright. **Chrome** Finish. Each..... **$1.25**

HANDKERCHIEF

No. MS-1560-S—Smart rosette effect. 11" high. 7 arms with tilted loops. **Silvertone** Finish. Each..... **$2.20**

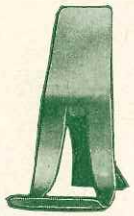


Handkerchief

No. MS-2084—Creates a very effective circle display effect. 17½" high. 15" circle. 5" base. Has nine handkerchief clips. **Chrome** Finish. Each..... **$3.50**

POPULAR EASELS
for Every Occasion

ALL METAL EASEL



Width 2"
Height 5"

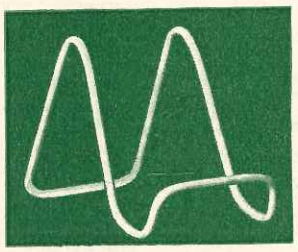
No. MS-311—Bronze or
No. MS-312—Silvertone.
Per dozen $1.45
No. MS-313—Chrome
Per dozen $1.65

FOR PARTY BAGS

Same as above except 3½" high.
No. MS-68-LA—Bronze or Silvertone. Per doz.. $1.45
No. MS-68-LB—Chrome Finish. Per dozen..... $1.65

MINIATURE METAL EASEL

2" high by 1⅜" wide. Excellent for cosmetics and small articles.
No. MS-69-S—Silvertone Finish. Per dozen..... 95¢
No. MS-69-C—Chrome Finish. Per dozen..... $2.00



Rubber Covered Easel

No. MR-264 — Made of heavy wire. Rubber covered. 4" high. 3½" wide.
Per dozen $1.45
Per 100..... $10.85

Bag Displayer

No. MS-128 — For evening or daytime handbags with handles. Gracefully designed. 9", 12", 15" or 18" high to hanging point. Polished Chrome.
Each $1.50

The Latest Type Convertible *Purse and Accessory* DISPLAYERS

PURSE OR SHELF DISPLAYERS

No. MS-1130—Three-Purse Displayer. 29½" high.
Silvertone Finish. Each $1.75
Chrome Finish. Each $3.40
No. MS-1131—Five-Purse Displayer. 47" high.
Silvertone Finish. Each $2.40
Chrome Finish. Each $4.95

Note the Use of Metal Shelves

Attach These Shelves for Flat Displays

The purse displayers illustrated at right and left are built to take metal shelves for flat display as illustrated above. These fixtures make an unusually practical, convertible fixture for use with or without shelves.

INTERCHANGEABLE SHELVES

No. MS-1150—4½x6". Metal Shelf.
Silvertone Finish. Each ..... 40¢
Chrome Finish. Each ..... 60¢
No. MS-1151—5½x7". Metal Shelf.
Silvertone Finish. Each ..... 45¢
Chrome Finish. Each ..... 65¢

PURSE OR SHELF DISPLAYERS

No. MS-137—Five-Purse Displayer. 47" high. 9" base.
Silvertone Finish. Each $2.15
Chrome Finish. Each $4.55
No. MS-136—Three-Purse Displayer. 29½" high. 9" base.
Silvertone Finish. Each $1.65
Chrome Finish. Each $3.40

Note the Use of Metal Shelves

New Large Easels
for New Styled **Bags**

No. MS-75—Metal indestructible single bag holder designed to hold present-day oversized bags. Polished Chrome Finish.
Per doz.. $9.00

No. MS-320—A novel, double-purse display of all metal, designed for two-step display of present-day oversized bags. Suitable for window or counter. Overall height 11". Width 4". Depth 9". Bottom Suedette finish. Polished Chrome Finish.
Each $2.00

Displayers That Will Accommodate the New Large Size Bags

No. MS-135

NEW U-SHAPE FIVE-PURSE

With Large Adjustable Easels

No. MS-135—Eye-catching display of striking new design, embracing the principle of adjustable easels to suit various size purses. Featured with especially large holders for present-day oversized bags. 48" high "U" shaped upright, heavy 8" cast base, with 5 large size holders. Polished Chrome Finish. Each... $7.50

FIVE-PURSE

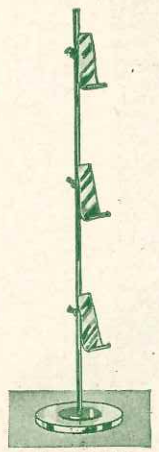
(Adjustable)

No. MS-133—Practical, adjustable, five-purse displayer allows you variable spacing for different size bags. 52" overall height, five adjustable easels, heavy cast base, black trimmed. Polished Chrome Finish. Each..... $3.70

THREE-PURSE

(Adjustable)

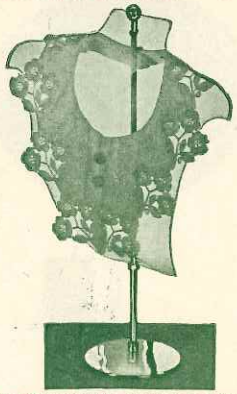
No. MS-132—Three-purse displayer, with adjustable easels. 38" overall height, three adjustable easels, heavy cast base, black trimmed. Polished Chrome Finish. Each..... $2.65



No. MS-132

No. MS-133

GREATER PROFIT—FASTER TURNOVER—ON THESE DISPLAYERS



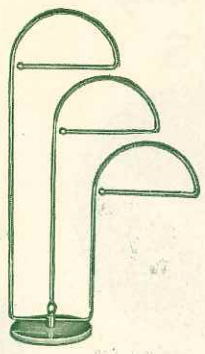
PLASTACELE SHIELD FOR COLLARETTE DISPLAYS

No. MS-2171—The modern spirit of the Paris Exposition is prevalent in this collarette display of flashing **Chrome** with "Plastacele" curved single collarette form. 15" high overall, 4" round base, with decorative fitting, Suedette bottom, with 11x12" "Plastacele" curved shelds. Each..... **$3.00**

Hosiery Examiner

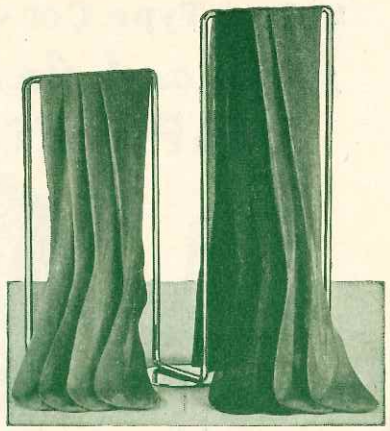
No. MS-531 Nickel Finish. Each **$2.95**

Chrome Finish. Each $3.30



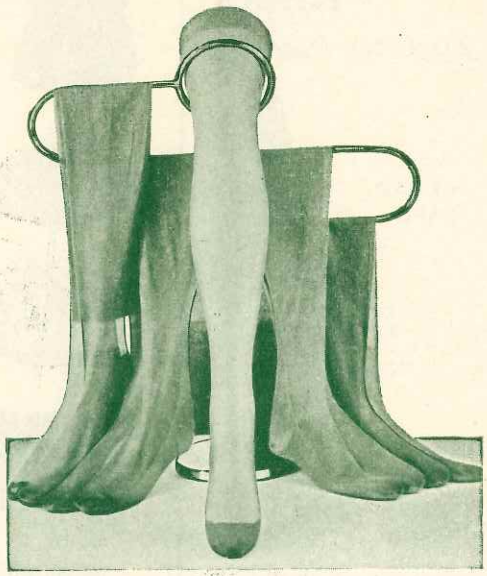
Triple Display

No. MS-508—23" overall. Three 5½" display spaces. Center display arm adjustable. **Chrome** Finish. Each..... **$3.45**



Hosiery Displayer

No. MS-535—A new "high" in a new low-priced novelty hosiery drape. 18" overall, 14" wide. Polished **Chrome** Finish. Each..... **$2.00**



Glorifying the American Stocking . .

Feature your currently popular hosiery shade on this graceful leg form. A colorful background of hosiery trims on the display to form an excellent background to catch milady's eye. Will win sales in windows or as a counter feature display. 23" overall height, 20" width, round solid cast base. Polished **Chrome** Finish.

No. MS-1063—Complete with flesh-colored leg form. Each..... **$11.00**

Without leg form. Each..... **$3.50**

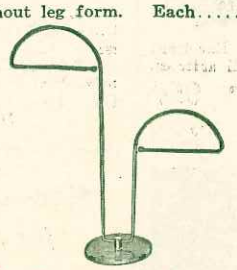
No. MS-35-258 — Ladies' attractive blouse or collarette displayer. Achieves full-shoulder display with modern neckline effect. Excellent occasional display for counters, ledges or windows. 28" overall height. Polished **Chrome** Finish. Each..... **$2.25**

Two-Step Drape Displayer

No. MS-1025 — 16½" height, 4x6" base. **Chrome** Finish. Each..... **$2.50**

Triple Display

No. MS-509—23" overall. Three 5½" display spaces. Center arm adjustable. **Chrome** Finish. Each..... **$3.45**

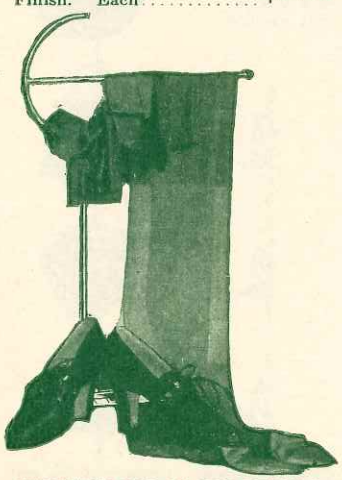


Double Hosiery

No. MS-507—21" high. 5½" display space. **Chrome** Finish. Each... **$2.50**

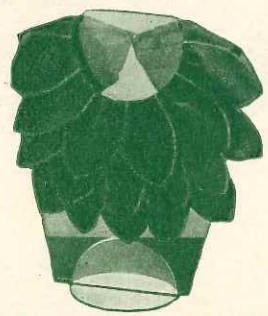
Single Hosiery

No. MS-506—20½" high. 5½" display space. **Chrome** Finish. Each.... **$1.85**



HOSIERY AND SCARF STANDS

No. MS-1026—19½" high. Draping arm 12" long, 3x5" base. **Chrome** Finish. Each..... **$2.95**



SMART GLASS and CHROME COLLARETTE DISPLAY

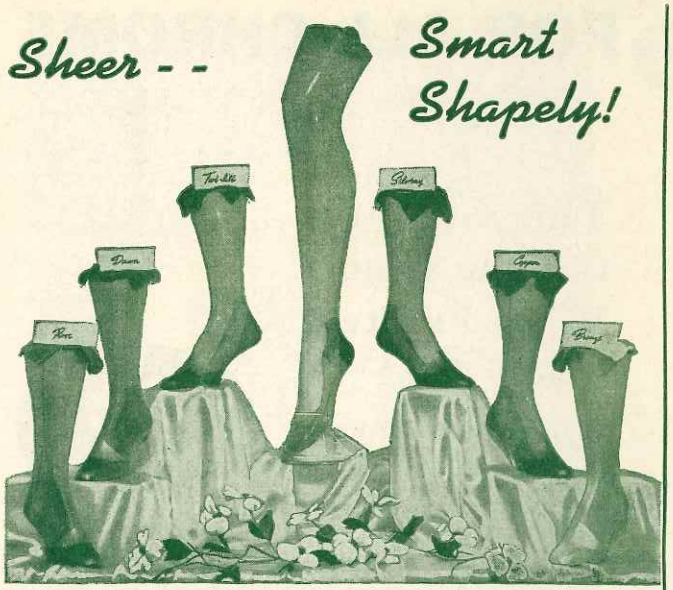
No. MS-2067—Beautiful glass ladies' single collar displayer. Ideal for spot locations on counter. Collar drapes over attractive polished edge, shoulder shaped glass panel, 10½x10½". Mounted in 5" **Chrome** base. Each..... **$2.25**

TWO-SHELF GLASS AND CHROME DISPLAYER

No. MS-1162—3x6 in. Flat Base, 8 in. in diameter circle upright with two glass clips attached, all genuine **Polished Chrome** with two 6x8 in. Glass Shelves. Each..... **$3.75**

FOUR PURSE

No. MS-125—A striking new display effect. 22" high. 17" wide. 6" base. **Chrome** Finish. Each..... **$4.50**



TRANSPARENT FAIRY HOSIERY FORMS

make sheer hosiery look more glamorous

Newest development in the FAIRY FORM line, these transparent hosiery forms add entirely new glamour to your hosiery displays. They give dramatic emphasis to the sheerness, the fashioning and fit, and the light, bright colors that are so important in the new hosiery. Emphasis that is seen and understood at a glance . . . that puts a real selling wallop behind your displays.

No. W-17-T—Transparent Tip-Toe.	Each	$ 7.20
No. W-17-B—Transparent Tip-Toe Base.	Each	1.50
No. W-1-T —Transparent CalfHi.	Per pair	6.60
No. W-2-T —Transparent LoNeHi.	Per pair	7.20
No. W-3-T —Transparent NeHi.	Per pair	8.40
No. W-4-T —Transparent ThiHi.	Per pair	12.00

For measurements, etc., see corresponding flesh color Fairy Forms.

FAIRY FORM HOSIERY DISPLAYERS

Stands anywhere without support

Women's ThiHi

No. FF-W-4—All the beauty and charm of the perfectly proportioned leg are expressed by this attractive form. For best results, all women's forms should be fitted with 8 or 8½ size hosiery. Height of forms 23". A pair..... **$10.00**

For displaying knee-length hosiery, this form is made 4" shorter, the women's LoThiHi No. FF-W-4A. Height 19". A pair..... **$9.25**

Women's CalfHi

No. FF-W-1—Combining grace with usefulness, this model is proclaimed a leader for hosiery of all types and grades. Height of forms 13½ in. A pair..... **$5.50**

Women's LoNeHi

No. FF-W-2—All types of hosiery, including sports hose, are effectively displayed by this rightly popular model. Height of forms 15½". A pair..... **$6.00**

Men's CalfHi

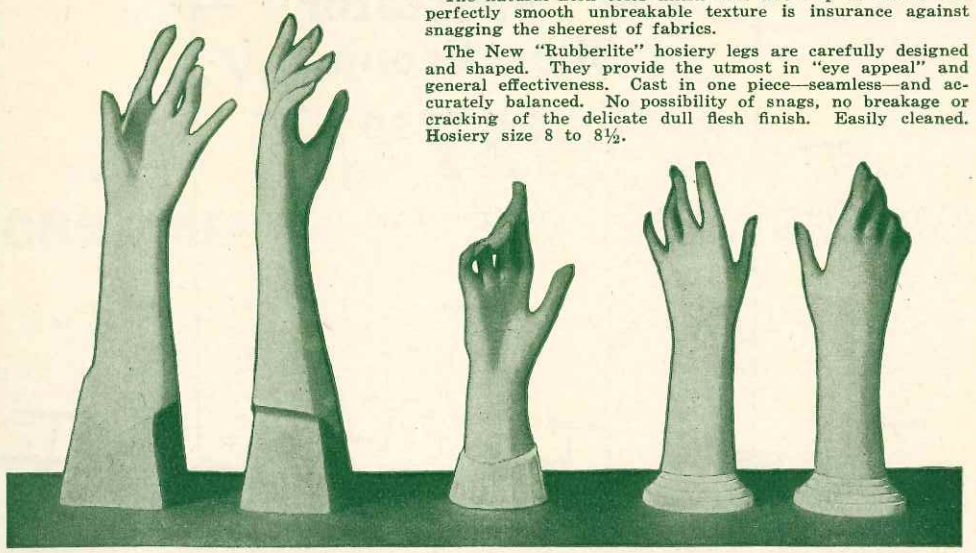
No. FF-M-1—Men's hose are attractively presented with striking appeal by this convenient form. Use a 10½ or 11 size stocking. Height of forms 13¾". A pair..... **$6.00**

RUBBER DISPLAY HANDS and HOSIERY DISPLAYERS

Perfectly firm and rigid yet resilient enough under heavy pressure or knocks to be unbreakable and impervious to dents. This unbreakable feature makes them the most economical equipment you can buy. Atmospheric conditions or age do not affect these forms, therefore they do not warp or split.

The natural flesh color finish does not chip or crack. Its perfectly smooth unbreakable texture is insurance against snagging the sheerest of fabrics.

The New "Rubberlite" hosiery legs are carefully designed and shaped. They provide the utmost in "eye appeal" and general effectiveness. Cast in one piece—seamless—and accurately balanced. No possibility of snags, no breakage or cracking of the delicate dull flesh finish. Easily cleaned. Hosiery size 8 to 8½.



No. RPT-2

Ladies' Long Glove Hand

No. RPT-2—Made of rubber, fingers flexible. Will not rip gloves. 15" high. Silver base. Each...**$2.75** Per pair...**$5.50**

No. RPT-5

Ladies' Short Glove Hand

No. RPT-5—Made of molded rubber, fingers flexible. Will not rip gloves. 10½" high. White base. Each..... **$2.25**

No. RPT-3

Ladies' 3-Button Glove Hand

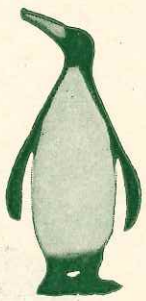
No. RPT-3—12" high. White base. Each...**$2.75** Per pair... **$5.25**

LADIES' SHEER HOSIERY HAND DISPLAYER

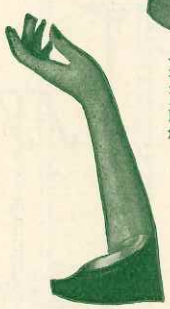
No. RPT-8—Made of molded rubber, will not tear hose. Practically unbreakable. 13" high. Natural flesh finish and silver base (left only). Each.... **$2.75**

No. RPT-4 — Men's Glove Hand, 12" high. Natural flesh finish. Per pair $4.75

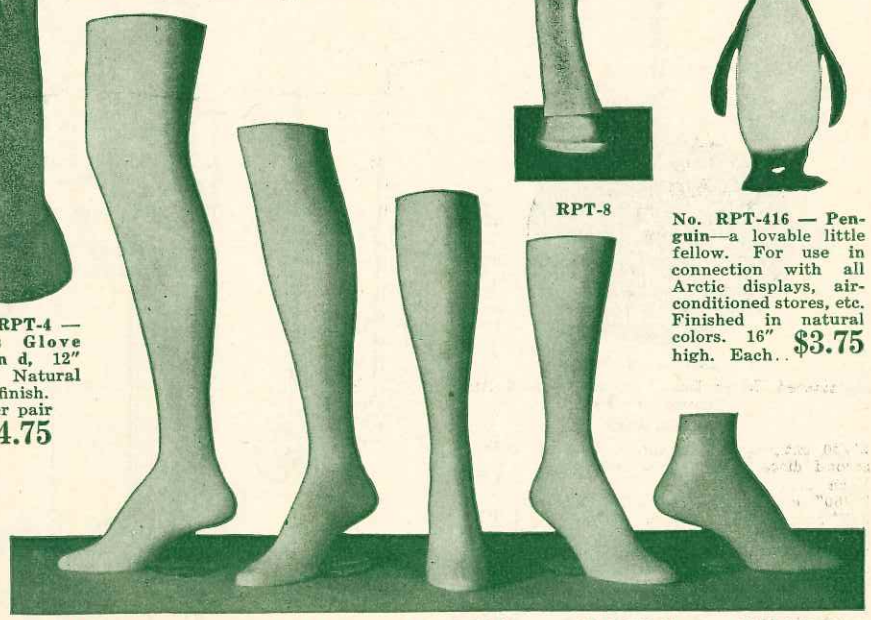
RPT-8



No. RPT-416 — Penguin—a lovable little fellow. For use in connection with all Arctic displays, air-conditioned stores, etc. Finished in natural colors. 16" high. Each.. **$3.75**



No. RPT-415 — Merchandise Hand, suitable for holding shoes, pocketbooks, etc. Finished in natural flesh with black and silver base. 16" high (left hand only). Each **$3.00**



No. RPT-16 — Per Pair
No. RPT-16—Thigh High—25"..... **$10.00**
No. RPT-10—Knee High—20"..... **7.00**
No. RPT-11—Low Knee High—17".... **6.00**

No. RPT-10

No. RPT-11

No. RPT-12 — Per Pair
No. RPT-12—Calf High—15"..... **$5.50**
No. RPT-17—Ankle High—7½" **5.00**
No. RPT-14—Children's—9½"..... **5.00**

No. RPT-17

Made of molded rubber, will not tear hose; patented base holds toe and foot of hose in place.

AMERICA'S LOWEST PRICE...FOR ALL CHROME

The "Spectator" Shoe Group

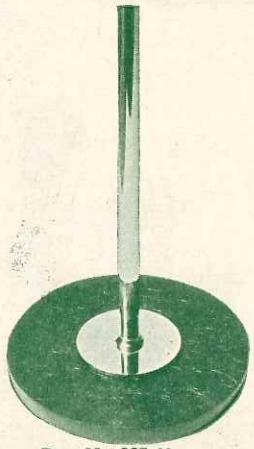
$17.50

Complete Group

The "Spectator" Shoe Group complete as illustrated above — 18 individual display units

(Except Base)

This Genuine Chrome Group With Frosted Black Base Is Unsurpassed for Quality



Base No. MS-69
Cast Disc Base, Not a Shell Covering

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS-69-469—9/16" Extension Shoe Stands, 4" base. Each **$1.05**

Four No. MS-69-469—12/22" Extension Shoe Stands, 4½" base. Each **$1.05**

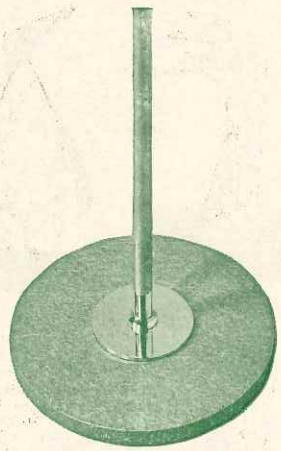
Four No. MS-69-469—18/34" Extension Shoe Stands, 4½" base. Each **$1.05**

Base Frosted Black Finish with Chrome Second Disc, balance Chrome

Two No. MD-2161—12x10x8" Open One End Champion Table with two 10x16" glass tops. Each **$2.25**

Four No. MS-433-B—Heel Rests—Frosted Black Finish. Each **$0.10**

A NEW QUALITY LINE . . . AT AMAZINGLY LOW PRICE



Base No. MS-79
Hammered Silver Base, Chrome Second Disc, Balance Chrome

BASES FOR

20/40 ext., ⅜x¼" standard, 5" base, with 2" second disc. Top as selected. Each **$1.60**

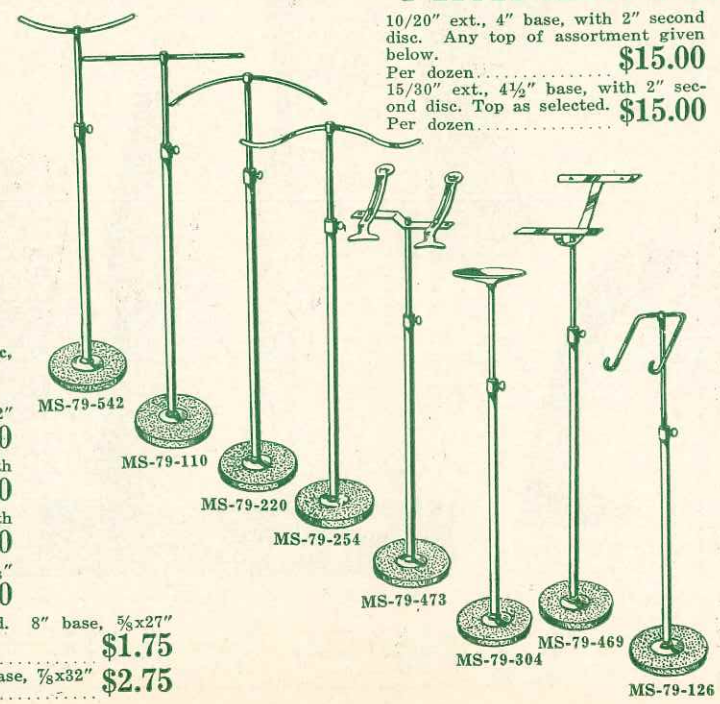
30/60" ext., ½x⅜" standard, 7" base, with 3½" second disc. Top as selected. Each **$2.60**

36/72" ext., ⅝x⅜" standard, 8" base, with 4" second disc. Top as selected. Each **$3.20**

No. MS-79-295 — Millinery Head Stands. ⅝" standard, 24, 30 or 36" height, 6" base, 2½" second disc. Each **$1.30**

No. MS-79-660—Coat, Shirt or Blouse Stand. 8" base, ⅝x27" standard, 4" second disc. Each **$1.75**

No. MS-79-665—Costume Form Stands. 10" base, ⅞x32" standard. 4½" second disc. Each **$2.75**



10/20" ext., 4" base, with 2" second disc. Any top of assortment given below. Per dozen **$15.00**

15/30" ext., 4½" base, with 2" second disc. Top as selected. Per dozen **$15.00**

$15.00 PER DOZEN

Assorted Tops

10/20 or 15/30 Extensions
Please Specify

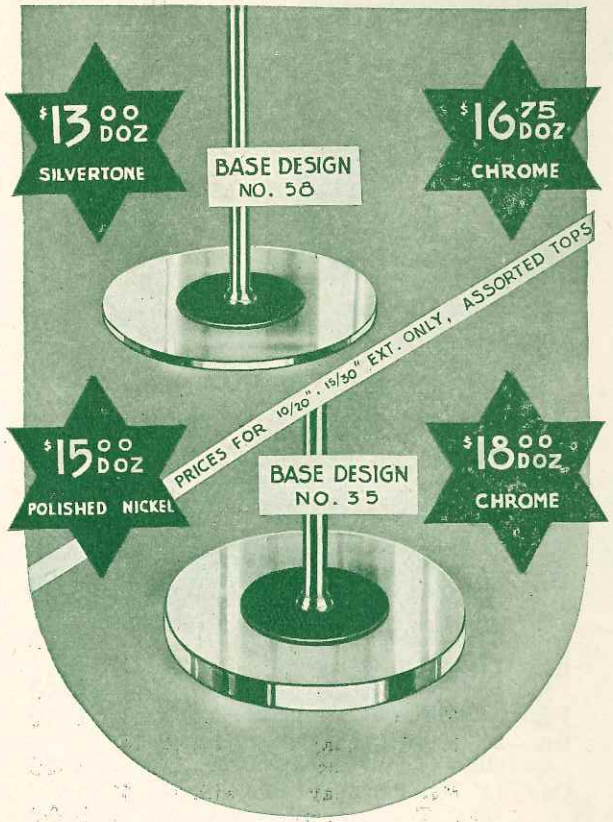
ALL GENUINE CHROME FINISH

(Except)

Base in New "Hammered Silverette" Finish

Our 4-STAR Feature

New Low Prices



Base Design No. MS-58—Solid stamped steel (non-dent) base with lustrous black fiber second disc trim. Chromium or Silvertone Finish, as specified.

Base Design No. MS-35—Heavy duty solid cast (not a shell cover) base, with lustrous black fiber second disc trim. Polished Nickel or Chrome Finish, as specified.

CHROME

Brighten up your window trims with smart, new Chrome fixtures. Gleaming Chromium, science's strongest weapon against rust and corrosion, will keep your fixtures looking like new for years to come.

POLISHED NICKEL

Beautiful highly polished Nickel Finish, designed with an eye towards beauty and an ear to economy. Heavy cast bases (not a shell covering) with glossy black second disc trim. Sturdy construction, highest quality throughout.

SILVERTONE

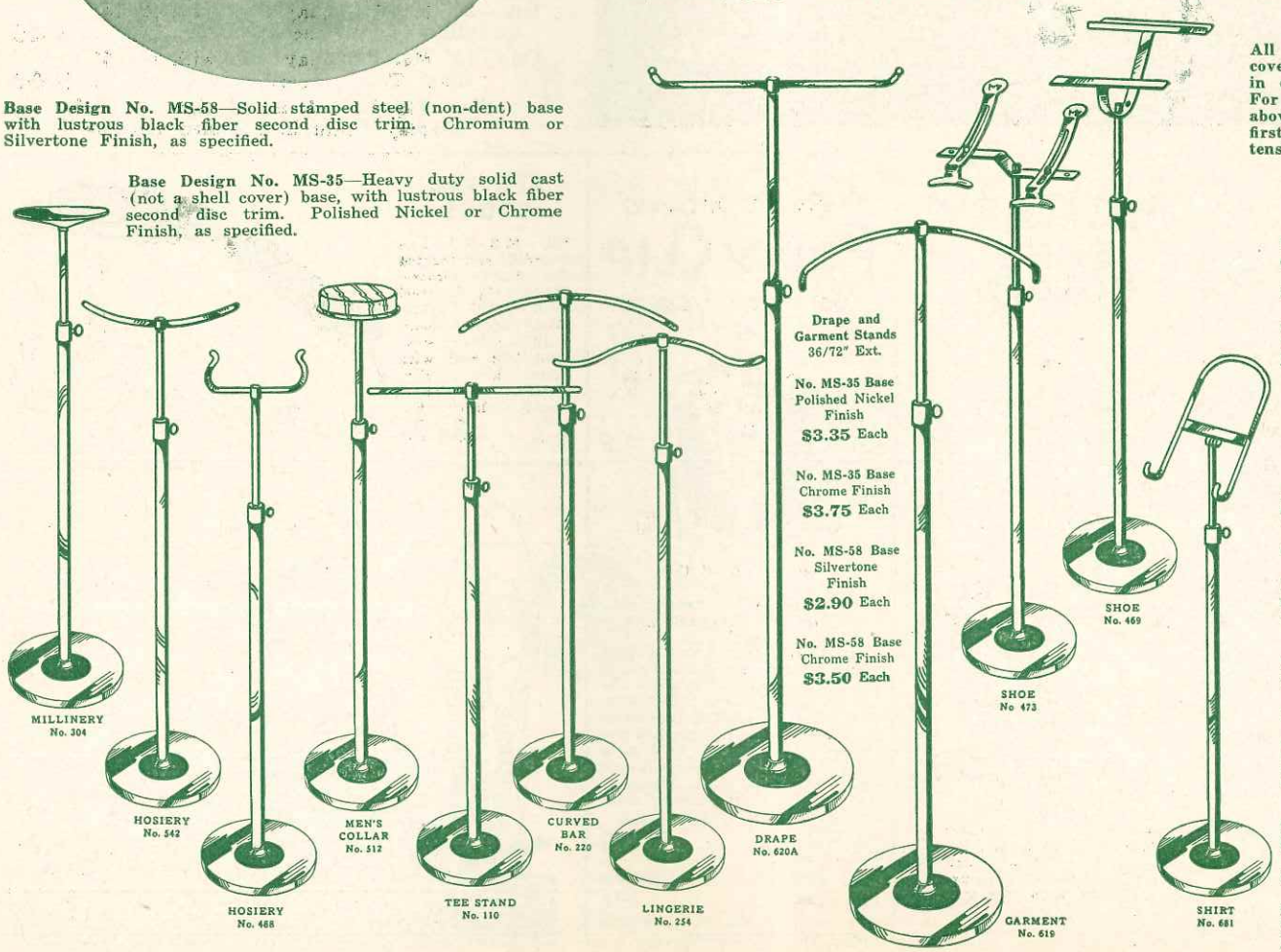
Silvertone finish (electro-plated), heavily applied, and covered with extra-wearing clear lacquer, offers you years of service. *You can afford at these low prices to enrich* your present displays with these beautiful new fixtures.

OTHER EXTENSIONS

Prices for complete fixtures, including your choice of any top illustrated.

		No. MS-35 Base Pol. Nickel Finish	No. MS-35 Base Chrome Finish	No. MS-58 Base Silvertone Finish	No. MS-58 Base Chrome Finish
20/40" ext., ⅜x¼" standard, 5" base.	Each	$1.80	$1.95	$1.35	$1.75
20/40" ext., ½x⅜" standard, 6" base.	Each	2.30	2.50	1.60	2.20
30/60" ext., ½x⅜" standard, 7" base.	Each	3.00	3.40	2.10	2.85
36/72" ext., ⅝x⅜" standard, 8" base.	Each	3.35	3.75	2.90	3.50

All per dozen prices in the four Stars cover any top illustrated on this page in either 10/20" or 15/30" extension. For larger extensions refer to prices above. In ordering, give base number first, followed by top number and extension and clearly specify finish.


MILLINERY No. 304
HOSIERY No. 542
HOSIERY No. 468
MEN'S COLLAR No. 512
TEE STAND No. 110
CURVED BAR No. 220
LINGERIE No. 254
Drape and Garment Stands 36/72" Ext.
No. MS-35 Base Polished Nickel Finish $3.35 Each
No. MS-35 Base Chrome Finish $3.75 Each
No. MS-58 Base Silvertone Finish $2.90 Each
No. MS-58 Base Chrome Finish $3.50 Each
DRAPE No. 620A
GARMENT No. 619
SHOE No. 473
SHOE No. 469
SHIRT No. 681

Individual Stands

10/20 or 15/30" ext.
Prices when bought in less than dozen lots:

	Each
No. MS-35 — Polished Nickel Base	$1.35
No. MS-35—Chrome Base	1.60
No. MS-58—Silvertone Base	1.15
No. MS-58—Chrome Base	1.50

HEAD AND FORM BASES

No. 295—Millinery Stand. 7" base, ⅝" standard, 24", 30" or 36" height.

	Each
No. MS-35 — Polished Nickel Base	$1.85
No. MS-35—Chrome Base	2.05
No. MS-58—Silvertone Base	1.20
No. MS-58—Chrome Base	1.35

No. 660—Coat, Shirt or Blouse Stand. 8" base, ⅝x27" standard.

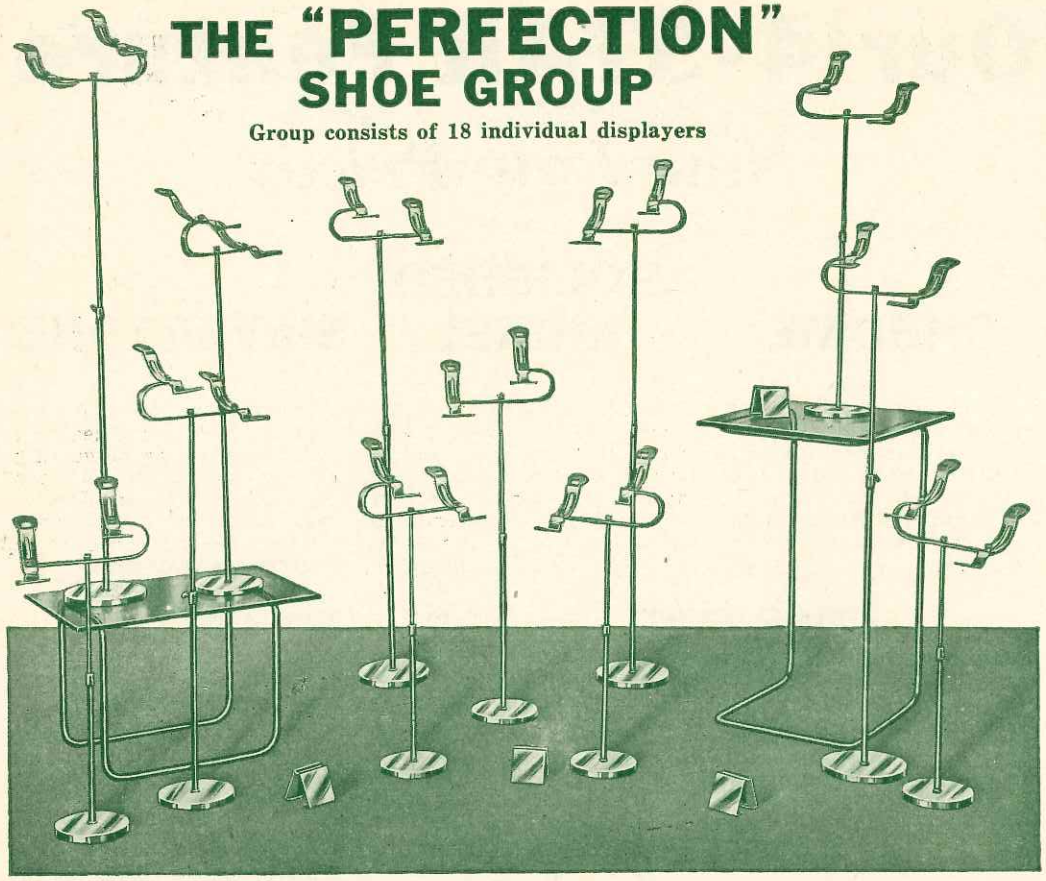
	Each
No. MS-35 — Polished Nickel Base	$2.40
No. MS-35—Chrome Base	2.65
No. MS-58—Silvertone Base	1.50
No. MS-58—Chrome Base	1.90

No. 665—Costume Form Stand. 10" base, ⅞x32" standard.

	Each
No. MS-35 — Polished Nickel Base	$3.30
No. MS-35—Chrome Base	3.80
No. MS-58—Silvertone Base	2.50
No. MS-58—Chrome Base	3.30

THE "PERFECTION" SHOE GROUP

Group consists of 18 individual displayers



$22.00 COMPLETE GROUP

Brilliant, Durable POLISHED NICKEL Finish

An Outstanding Quality Value, Assuring Durability and Effective Merchandise Presentation.

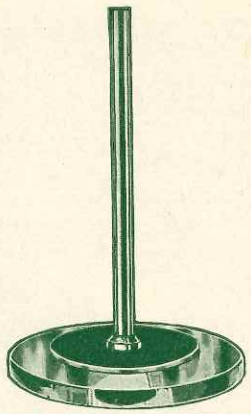
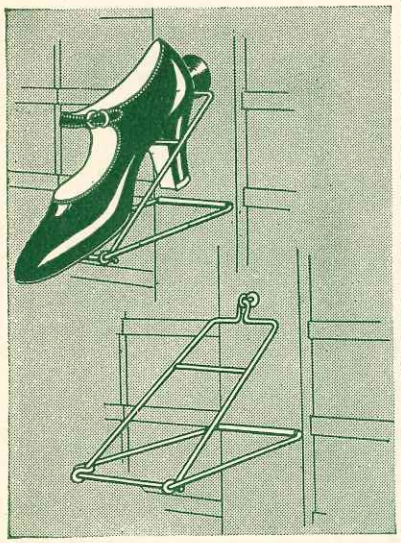


Illustration features enlargement of this beautiful modern design base. Removable black discs on base are furnished at no extra charge.

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS43-471 9/16" ext. Double Shoe Stands. Each	**$1.35**
Four No. MS43-471 12/22" ext. Double Shoe Stands. Each	**1.35**
Four No. MS43-471 18/34" ext. Double Shoe Stands. Each	**1.35**
Four No. MS-432-C Heel Rests. Dozen	**1.50**
One 20" Metal Display Unit with 12x14" Glass Top. Each	**3.45**
One 12" Metal Display Unit with 10x16" Glass Top. Each	**3.00**

Shoe Stands in Polished Nickel Finish
Display Units in Polished Chrome



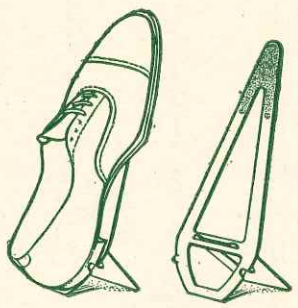
The Sel-Shu Display Rack

The Greatest Invention in Shoe Display Fixtures for Selling Shoes. Creating a Demand for More Shoe Sales.

Made in three sizes: Men's SEL-SHU, Ladies' SEL-SHU, Children's SEL-SHU. Any style. Please specify. Per dozen..... **$3.90**

With every dozen racks you get 1 dozen suction cups and 1 dozen hooks.

MILITARY SHOE HOLDER



This tricky Military Shoe Holder will sell more men's shoes.

It grasps the shoes and shows the customer how they will look on his feet.

Place a few pairs of shoes on the Military Shoe Holder in your window and see how smart and trim they'll become. Your sale is half made with this display. Per dozen.... **$6.00**

Single, each..... **60¢**

New Improved POLLY CLIP for Price Tickets

Actual Size of Clip

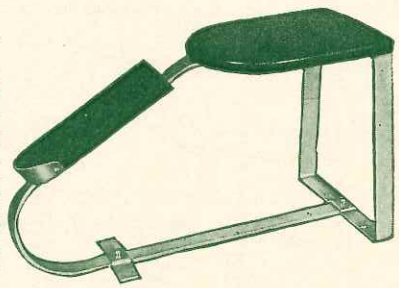
Small and Inexpensive Neat and Everlasting

Price tickets tilt at any desired angle, slips on and off the counter, the tongue, in between the laces of the shoe, and eliminates the trouble of wading into show windows to straighten price tickets. Also excellent for fastening price tickets to boxes, trays, or in fact any edge. Made of non-rustable metal, small, neat, inexpensive and everlasting.

No. K-25— Per gross	**$3.75**
Half gross	**$1.95**
Per dozen	**35¢**

May also be had in a chrome nickel finish if desired.

FITTING STOOL

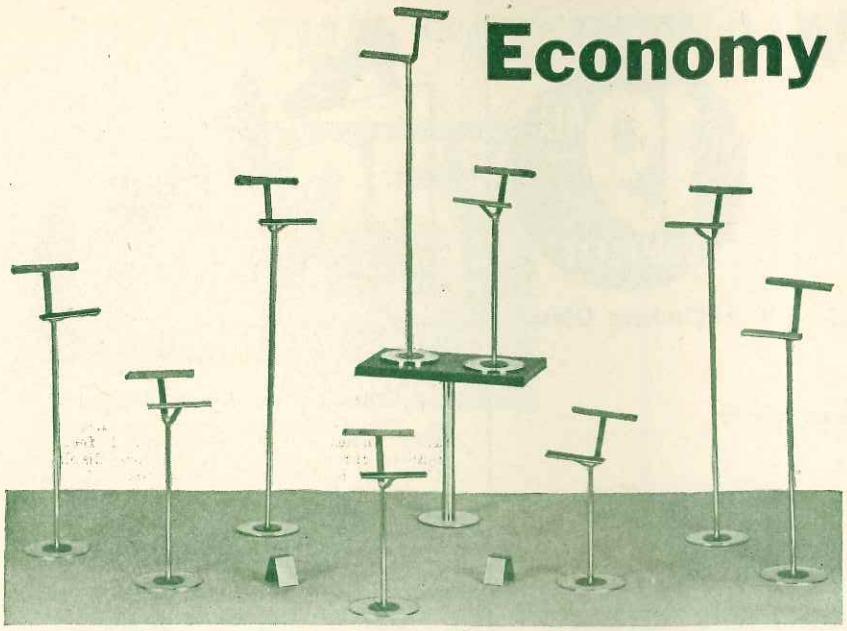


No. MS-1011— Sturdily constructed for hard service. Made of 1¼" flat steel with 9x12" Ebony Wood finished seat. 4x10" rubber covered foot rest with metal heel clip. Brushed **Silvertone** electro-plated finish. Each..... **$4.95**

POLLY SHOE HOLDER

No. K-74—To properly display arch support shoes, golf shoes, branded shoes and fibre-soled shoes. Always remains in the correct upright position. Occupies little space. Almost invisible when in use. Will not fall over. Used for Men's and Women's shoes. Dozen..... **$3.00**
Half Dozen..... **$1.65**

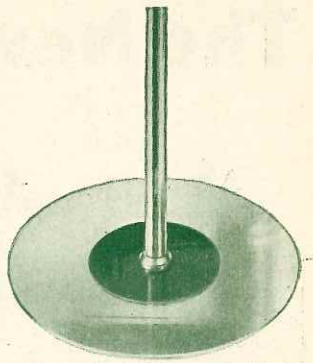
Economy Shoe Group



Chrome .. **$9.95** *Set*

Set of 12 Pieces as Listed Below

Silvertone **$7.95** *Set*



Stamped steel base with black second disc trim.

Fixtures May Be Purchased Individually at Following Prices:

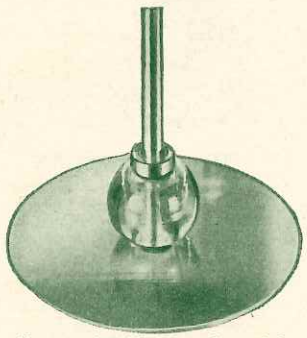
		No. MS-58 Chrome Base	No. MS-58 Silvertone Base
Two 9" stands, 4" base, No. 469 double shoe top.	Each	$0.95	$0.75
Two 12" stands, 4" base, No. 469 double shoe top.	Each	.95	.75
Two 18" stands, 5" base, No. 469 double shoe top.	Each	.95	.75
Three 24" stands, 5" base, No. 469 double shoe top.	Each	.95	.75
One No. 950-C Pedestal, 12" high, with 6x12" Black Wood top.	Each	1.50	1.50
Two MS-432-C Metal Heel Rests.	Dozen	1.50	1.50

THE SMART SET

Sectional Shoe Group

Chrome with Glass Ball Complete. **Set of 13 Pieces** . . . **$17.50**

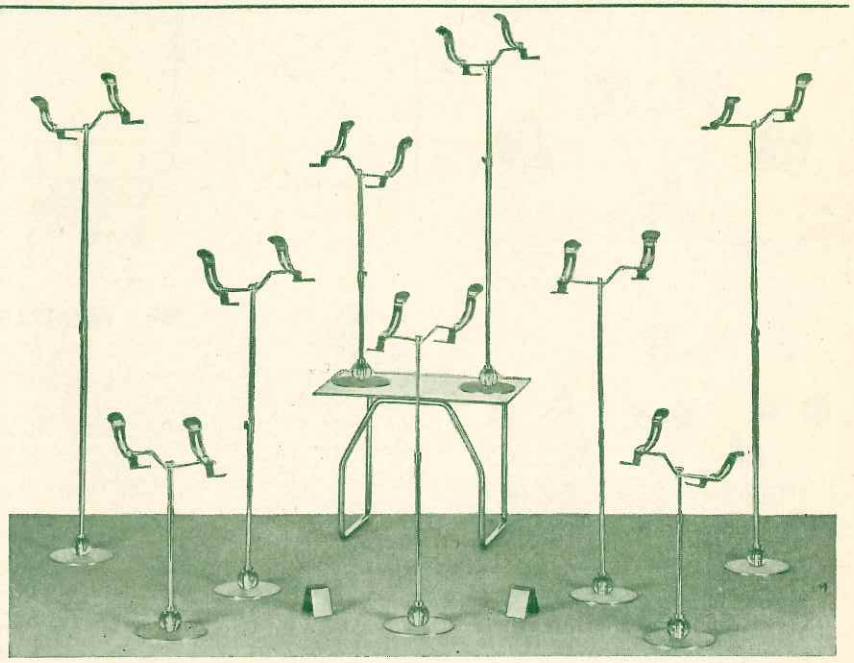
Set as Illustrated

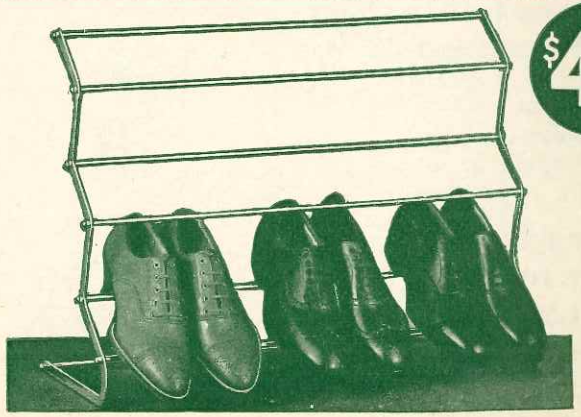


Chrome finish stamped steel base with glass ball trim.

Fixtures May Be Purchased Individually at Following Prices:

Three MS140-473 9/16" ext. stands, 4" base. Each	$1.60
Three MS140-473 12/22" ext. stands, 4" base. Each	1.60
Three MS140-473 18/34" ext. stands, 5" base. Each	1.60
One 9x12x12" Versatrim Unit. Chrome finish. Each	2.50
One 10x16" Glass Top. Each	.70
Two No. MS-432-C Metal Heel Rests. Doz.	1.50





$4.00 EACH

MASS SHOE OR SLIPPER RACK

A practical space-saver mass shoe display. 18¾" high, 25½" long, built to hold three rows of men's or women's footwear.

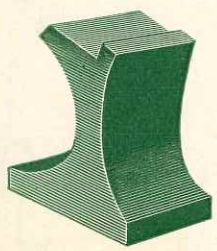
Ideal for Counter or Window Use.

No. MS-2073-S — Silvertone Finish. Each **$4.00**

No. MS-2073-C — Chrome Finish. Each **$6.50**

Be sure to specify finish when ordering.

NEW . . . $1.08 Doz.



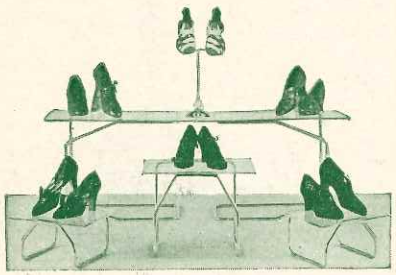
SUEDETTE COVERED HEEL REST

No. MS-435 — Suedette covered heel rest. Actual fabric texture. Per dozen .. **$1.08**

NEW TYPE CARDHOLDER FOR STANDS

No. MS-751—Attach your feature and price cards directly under the display with this practical holder. Holds cards up to 7x11". Attaches to ⅜" standards only. **Chrome Finish.** Per dozen **$4.50**

The New VERSATRIM



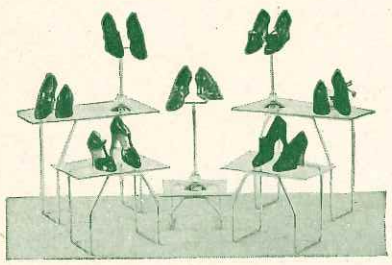
SMARTEST IN DESIGN
ENDLESS IN VARIETY
RIGID IN ALL POSITIONS

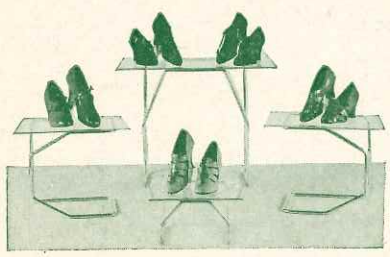
This startlingly new window set is the difference between mediocrity and distinction in correct display effects. A new note in beauty of design and structural superiority is achieved with the VERSATRIM set. Rigidity in all positions allows for trimming in all positions. Each new, eye-catching arrangement is as effective as a new display fixture. Merchants seeking flexibility of display, plus customer acclaim, will recognize its superior features at a glance.

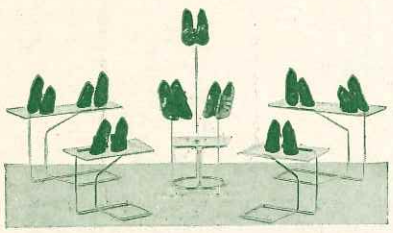
PER SET

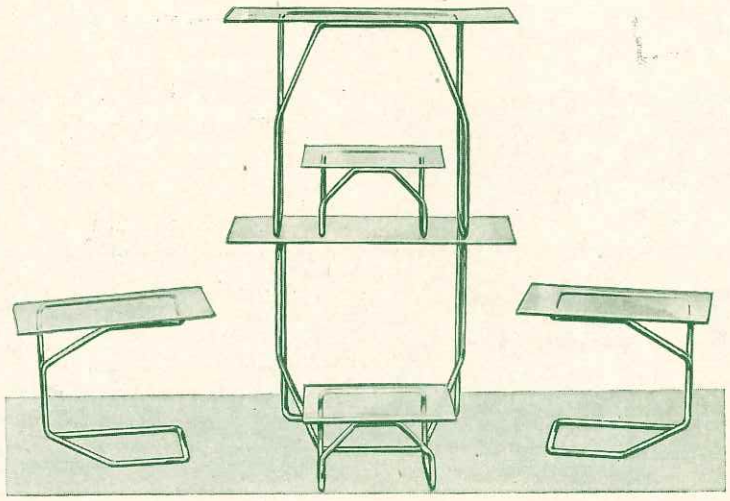
$19.40 COMPLETE

Including Glass









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No. MD-2155

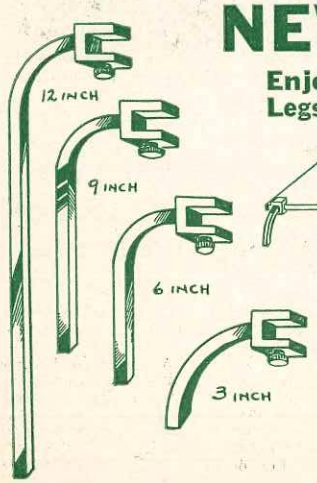
Consists of

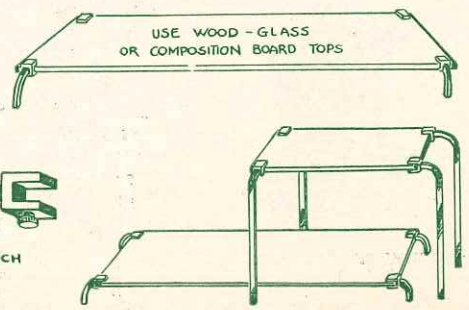
Two 9x 9x 6" high Metal Units, Chrome finish.	Each.	**$2.10**
Two 9x12x12" high Metal Units, Chrome finish.	Each.	**2.50**
Two 9x16x18" high Metal Units, Chrome finish.	Each.	**3.00**
Two 10x12" Glass Top.	Each.....	**.45**
Two 10x16" Glass Top.	Each.....	**.70**
Two 10x24" Glass Top.	Each.....	**.95**

Boxing charge of 50c additional when ordered in broken lots.

NEW FLEXIBLE LEG UNIT

Enjoy a More Versatile Build-Up Grouping With These Smart Legs. Use Glass, Wood or Fiber Board for Interesting Effects

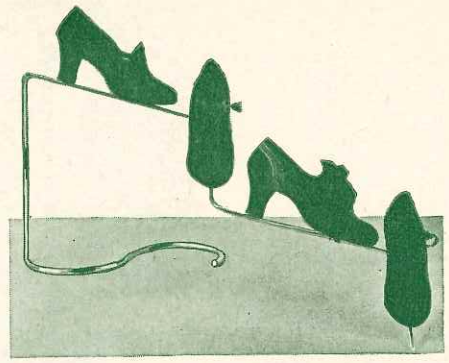




All legs equipped with knurled head set screws for ease in assembling. No screw driver required. Chrome Finish.

No. MS-210— 3-inch.	Each.	**$0.95**
No. MS-211— 6-inch.	Each.	**1.10**
No. MS-212— 9-inch.	Each.	**1.20**
No. MS-213—12-inch.	Each.	**1.30**

Specify height desired when ordering.



Popular Low Priced—4-Step

No. MS-459 — Your customer visualizes four dainty ankles and smartly groomed feet descending chromium steps on this new displayer. 34" overall length. 12" high at rear. Disp'ays four individual styles. Polished **Chrome** finish. Each..... **$5.75**

Double Displayer

No. MS-472 — New, dainty, double display lends enchantment and individuality to a single pair. 8" height, 6½" width. Polished **Chrome** finish. Each... **$2.50**

TRULY MODERN

No. MS-2134—Steps up buying interest through its simple, yet pleasing presentation. Stimulates customer attention whether used alone or in heavily trimmed window. Equipped with three 9" round glass shelves. Lower shelf height 6"; middle 14"; top 24". Polished **Chrome** finish.

With clear glass shelves. Each..... **$8.50**

With blue glass shelves. Each..... **$9.50**

Two-Step Display

No. MS-2133—Focus attention on two smart styles with this trim, compact, sophisticated glass shelf display. Equipped with two 9" round glass shelves. Height to top shelf 15"; height to lower shelf 5". Polished **Chrome** finish. With clear glass shelves. Each..... **$5.50**

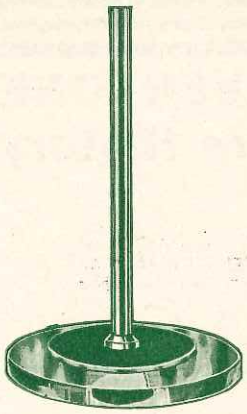
With blue glass shelves. Each.. **$6.20**

Popular Heel Rests

No. MS-433-S—New, streamlined, graceful heel rest. **Silvertone** finish. Per dozen... **$1.20**

No. MS-433-C—**Chrome** finish. Per doz. **$1.50**

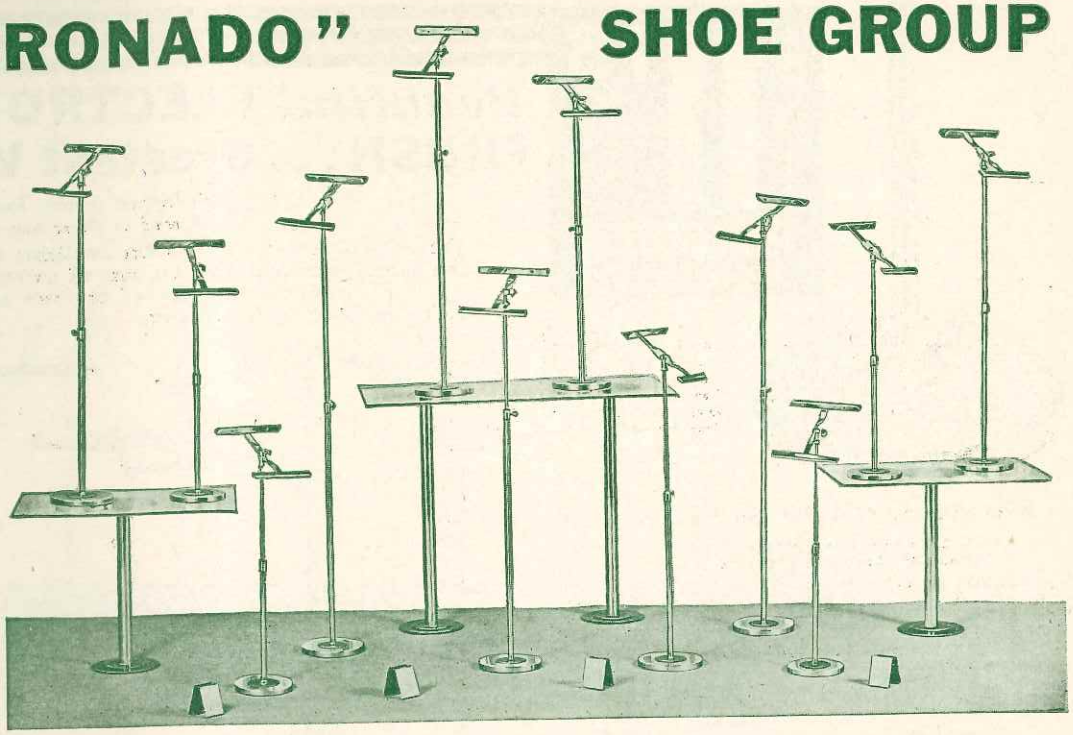
THE "CORONADO" SHOE GROUP



Base Illustrated Series No. MS-35-D with Black Disc Trim, which may be removed if desired.

$25.50 COMPLETE GROUP

As illustrated



The "CORONADO" Shoe Group Complete as Illustrated

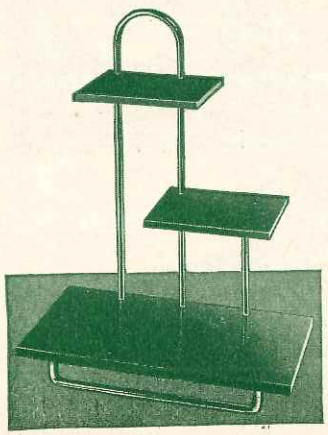
GENUINE POLISHED CHROME

AN OUTSTANDING VALUE

Assures Long-Lasting Service and Ultra-Modern Merchandise Presentation

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS35-482— 9/16" ext. Double Shoe Stands. Each	$1.65
Four No. MS35-482—12/22" ext. Double Shoe Stands. Each	1.65
Four No. MS35-482—18/34" ext. Double Shoe Stands. Each	1.65
Four No. MS-432-C—Heel Rests. Per doz.	1.50
Two No. MP-950—Chrome Pedestals with Black Top and Bottom Discs. 9" high. Each	.85
Two No. 969-G—10x16" Glass Tops. Each	.70
Two No. MP-952-X—Chrome Pedestal. 1 1/16" diameter Tubing. Black Top and Bottom Discs. Each	1.05
One 12x24" Glass Top, Square Corners. Each	1.10

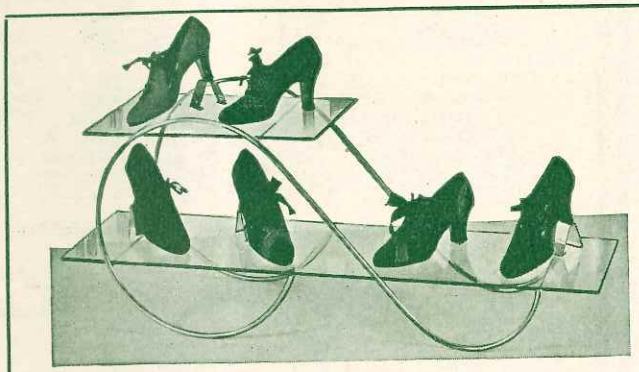


For Window or Counter

Beautifully finished in brilliant Chrome with hand-rubbed ebony wood tops. An interesting displayer for various combinations of merchandise. Available in rights or lefts. Overall height 30". Bottom display shelf 12x22", side shelves 8x10½". Shelves ebony finish, metal parts brilliant Chrome.

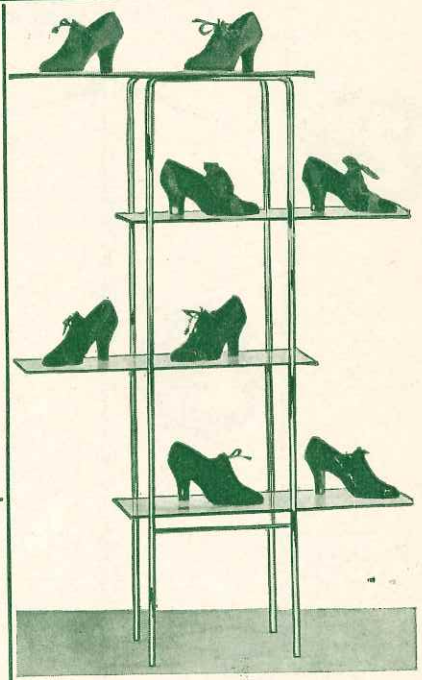
No. MD-2019-A —Left. Each.... $9.75

No. MD-2019-B —Right. Each... $9.75



Gracefully Streamlined for Shoes and Accessories

No. MS-2132—This distinctively styled displayer of "tear-drop" design ideally suits for window shadow-box or ledge trims. 32" overall length, 11" wide, 16" high. Lower shelf 10x40", upper shelf 10x18". Polished Chrome finish. Each..... $8.75



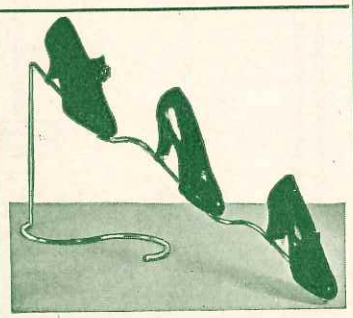
America's Most Popular Chrome Mass Displayers

Smart, easily trimmed, mass window displayers at low prices. With 8x24" glass shelves. Polished Chrome finish.

No. MS-2043—Four-shelf. 48" high. Each	$10.65
No. MS-2042—Three-shelf. 36" high. Each	$ 9.15
No. MS-2044—Five-shelf. 60" high. Each	$14.90

"FULL-VU" SHOE DISPLAYER

No. MS-494 — Shows heel and toe style of shoes. Polished Chrome Finish. Each... $3.00



Three Shoe Displayer

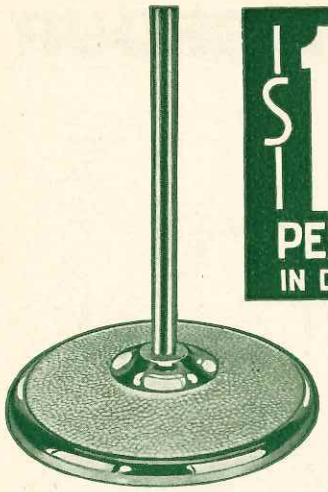
No. MS-458—An attention-commanding parade of three smart styles. 29" length, 12" high at rear. Polished Chrome finish. Each $5.25

Beautiful ELECTROPLATED SILVERTONE FINISH . . . Greatest Value in Fixture History

America's highest quality low-priced (electro-plated) stands are offered in these two smartly-styled base designs.

Complete fixtures as shown are available on either base design, assorted if desired, at the dozen price indicated for size of extension. In ordering, specify series number as indicated under illustrations of the two styles of bases, also the fixture top number following base series number.

$11.75 PER DOZEN IN DOZEN LOTS



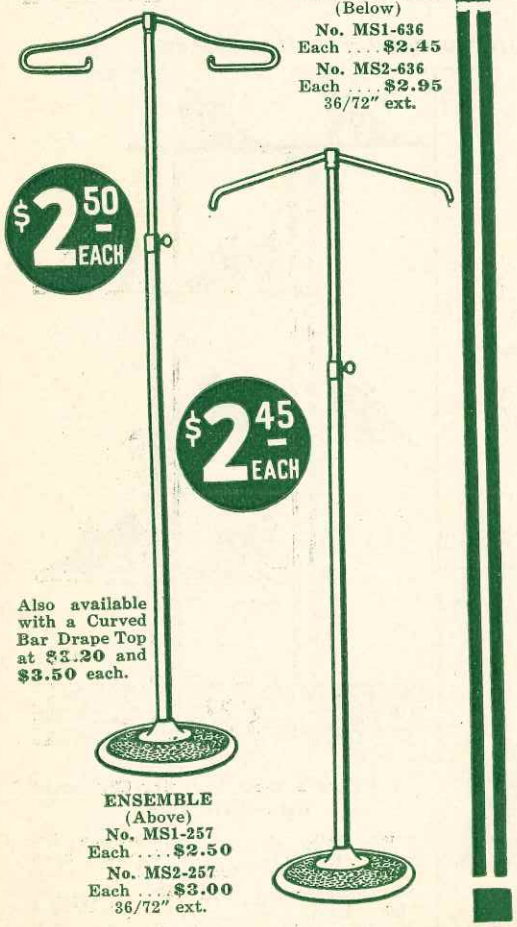
Silvertone finish, heavily applied, and covered with extra-wearing clear lacquer, offers you years of service in this rich silver finish.

Base Illustrated Series No. MS-1

Brushed Silvertone Electroplated Finish
Prices for Complete Fixtures

10/20" and 15/30" ext.	Doz. lots. Per doz.	$11.75
20/40" ext.	Each	1.45
30/60" ext.	Each	1.95
36/72" ext.	Each	2.45

Specify Extension Height When Ordering



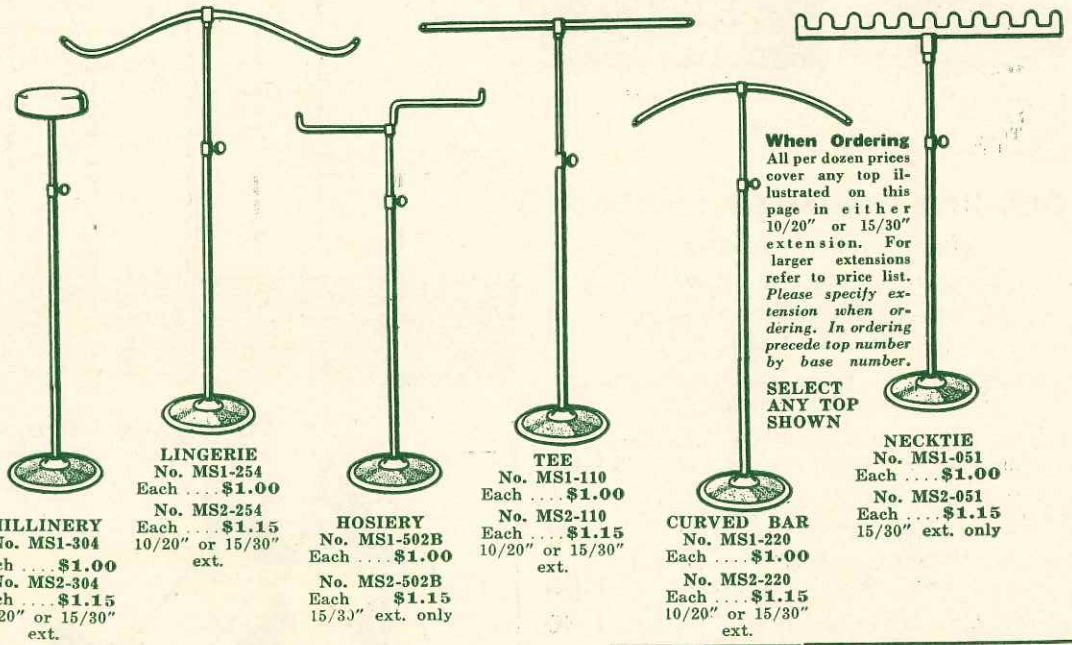
$2.50 EACH

$2.45 EACH

DRESS or COAT (Below)
No. MS1-636
Each $2.45
No. MS2-636
Each $2.95
36/72" ext.

Also available with a Curved Bar Drape Top at $3.20 and $3.50 each.

ENSEMBLE (Above)
No. MS1-257
Each $2.50
No. MS2-257
Each $3.00
36/72" ext.



MILLINERY
No. MS1-304
Each $1.00
No. MS2-304
Each $1.15
10/20" or 15/30" ext.

LINGERIE
No. MS1-254
Each $1.00
No. MS2-254
Each $1.15
10/20" or 15/30" ext.

HOSIERY
No. MS1-502B
Each $1.00
No. MS2-502B
Each $1.15
15/30" ext. only

TEE
No. MS1-110
Each $1.00
No. MS2-110
Each $1.15
10/20" or 15/30" ext.

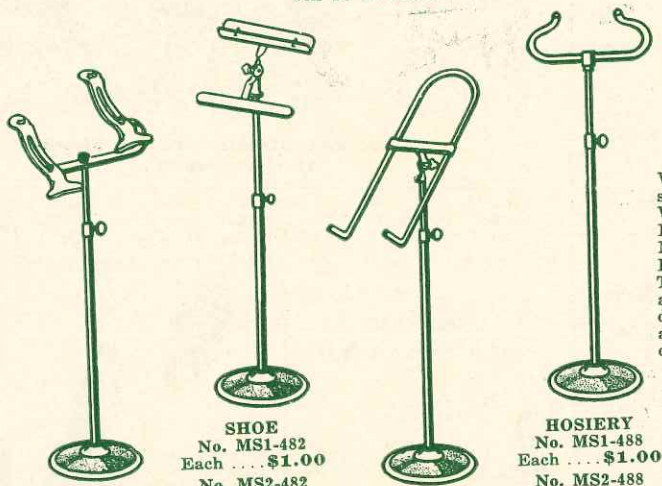
When Ordering
All per dozen prices cover any top illustrated on this page in either 10/20" or 15/30" extension. For larger extensions refer to price list. *Please specify extension when ordering. In ordering precede top number by base number.*

SELECT ANY TOP SHOWN

CURVED BAR
No. MS1-220
Each $1.00
No. MS2-220
Each $1.15
10/20" or 15/30" ext.

NECKTIE
No. MS1-051
Each $1.00
No. MS2-051
Each $1.15
15/30" ext. only

Unless orders are for dozen lots, the individual price will be in effect.



SHOE
No. MS1-471
Each $1.00
No. MS2-471
Each $1.15
6/12", 10/20" or 15/30" ext.

SHOE
No. MS1-482
Each $1.00
No. MS2-482
Each $1.15
10/20" or 15/30" ext.

SHIRT OR BOX
No. MS1-681
Each $1.00
No. MS2-681
Each $1.15
10/20" or 15/30" ext.

HOSIERY
No. MS1-488
Each $1.00
No. MS2-488
Each $1.15
15/30" ext. only

Base Illustrated Series No. MS-2

Silvertone and Black Electroplated Finish
Prices for Complete Fixtures

10/20" and 15/30" ext.	Doz. lots. Per doz.	$13.00
20/40" ext.	Each	1.50
30/60" ext.	Each	2.50
36/72" ext.	Each	2.95

Specify Extension Height When Ordering

We also have in stock, tops for Women's Girdles, Purses, Hosiery, Men's Hats and Balsa Wood Shirt Tops in MS-1 base at $11.75 per dozen or MS-2 base at $13.00 per dozen.

$13.00 PER DOZEN IN DOZEN LOTS

THE "STREAMLINE" SHOE GROUP

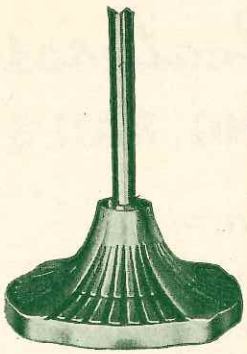
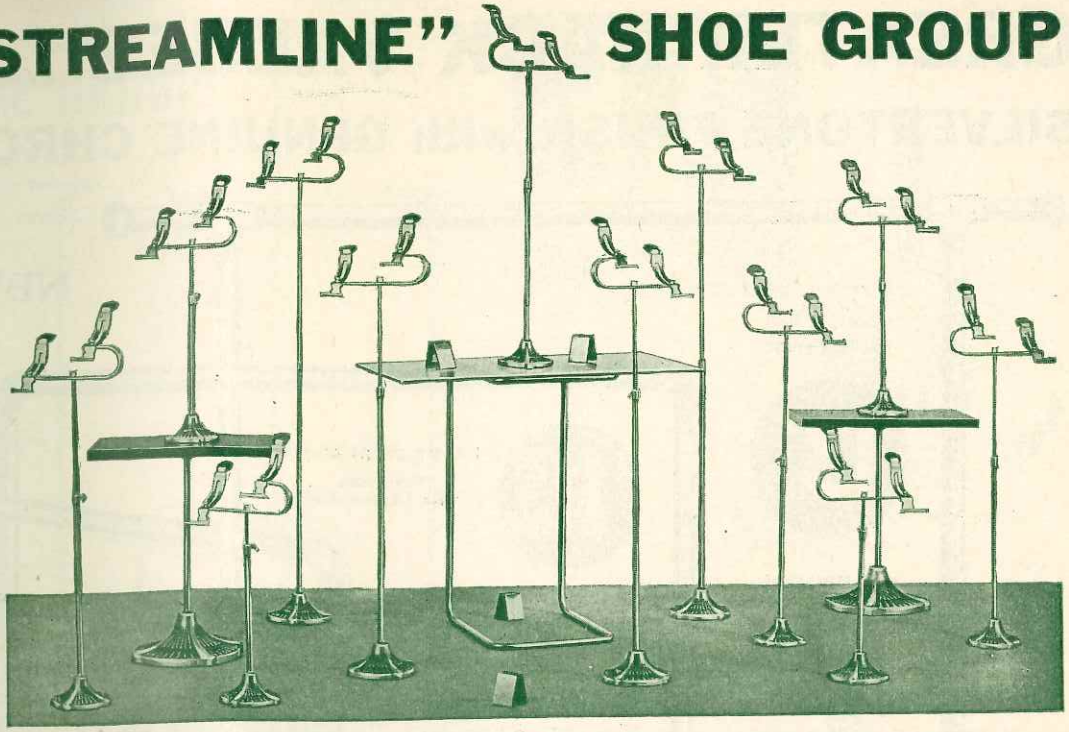


Illustration features enlargement of this beautiful base design.

$20.50 COMPLETE GROUP

Complete as Illustrated
19 Individual Display Units



The Streamline Shoe Group complete as illustrated above—19 individual display units

Beautiful SILVERTONE Finish

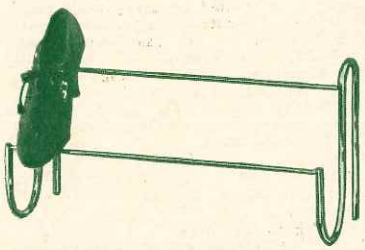
Electroplated

MODERNIZE YOUR WINDOWS TODAY FOR PROFITS TOMORROW

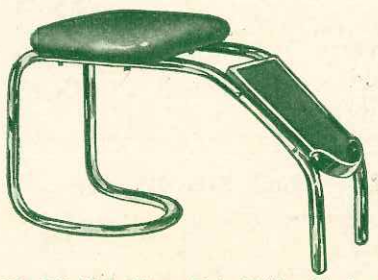
Fixtures May Be Purchased Individually at Following Prices:

Four No. MS2-471— 9/16" Extension Double Shoe Stands. Each	$1.15
Four No. MS2-471—12/22" Extension Double Shoe Stands. Each	1.15
Four No. MS2-471—18/34" Extension Double Shoe Stands. Each	1.15
Four No. MS-432-S—Heel Rests. Each	.10
One Large Champion Unit, Silvertone Finish. Each	1.60
One No. 969G—10" x 16" Glass Top	.70
Two No. MD2-858—Pedestals, 10x14" Ebony Wood Tops. Each	2.15

FOR WINDOWS OR INTERIORS



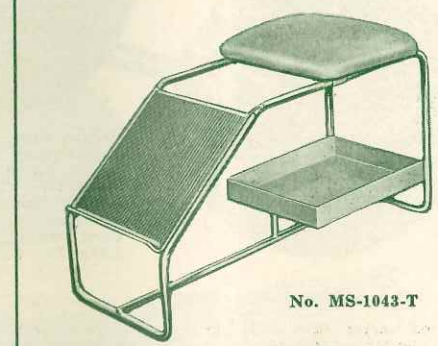
No. MS-464 — Six styles of ladies' shoes can easily be accommodated on this space-saving displayer. Ideal for windows with limited display space. Length 18", width 7". Polished **Chrome** Finish. Each $2.00



Heavy Duty Moderne Fitting Stool

$9.00 EACH

No. MS-1021—Heavy-Duty Fitting Stool. The embodiment of sturdiness, durability and smartness. Black padded leather seat attractively combined with brilliant polished 1 1/16" diameter **Chrome** tubing. Height 14". Overall length 24".



No. MS-1043-T

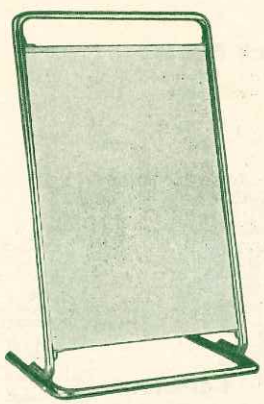
Chrome Shoe Fitting Stool

No. MS-1043—A sturdy, beautifully designed shoe stool. Constructed of ½" round solid steel rod. 25" overall length, 13" overall height, with 10" overall width. Sturdy foot rest of heavy-gauge steel, covered with black ribbed rubber matting with **Chrome** edging. Seat beautifully upholstered in green leather. **Chrome** Finish. (Without tray.) ..... $7.50 EACH

No. MS-1043-T — **Chrome** shoe fitting stool, same as above, except equipped with findings tray underneath seat, as illustrated. Size of tray, 9" x 11½" x 1½" deep. Each $8.00

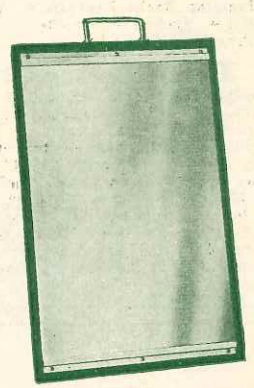
A Space Saver—Wall Type Metal Shoe Rack

No. MS-2010—33½" long, 3¾" high, made of half inch flat steel. Upright wall strips with three screw holes for mounting. Top bar extends from wall 3¼"; lower bar, 6½". Supplied with clip type ticket holder. Aluminum **Bronze** Finish ..... 85¢ EACH



SHOE MIRROR

No. CM-1045—The most popular shoe mirror on the market. 18x12" heavy glass mirror encased in heavy channel, rubber insulated. All metal construction. 19" high by 12" wide. **Chrome.** $4.85 EACH



SHOE MIRROR

No. CM-1008 — An exceptional value in an ALL-METAL construction mirror. 18x12" select mirror with felt insulation. Durable black finish with Silvertone handle and clips supporting mirror ..... $3.95 EACH

GREATER RACK VALUES *with New Features*

SILVERTONE FINISH with GENUINE CHROME HANGING RAILS

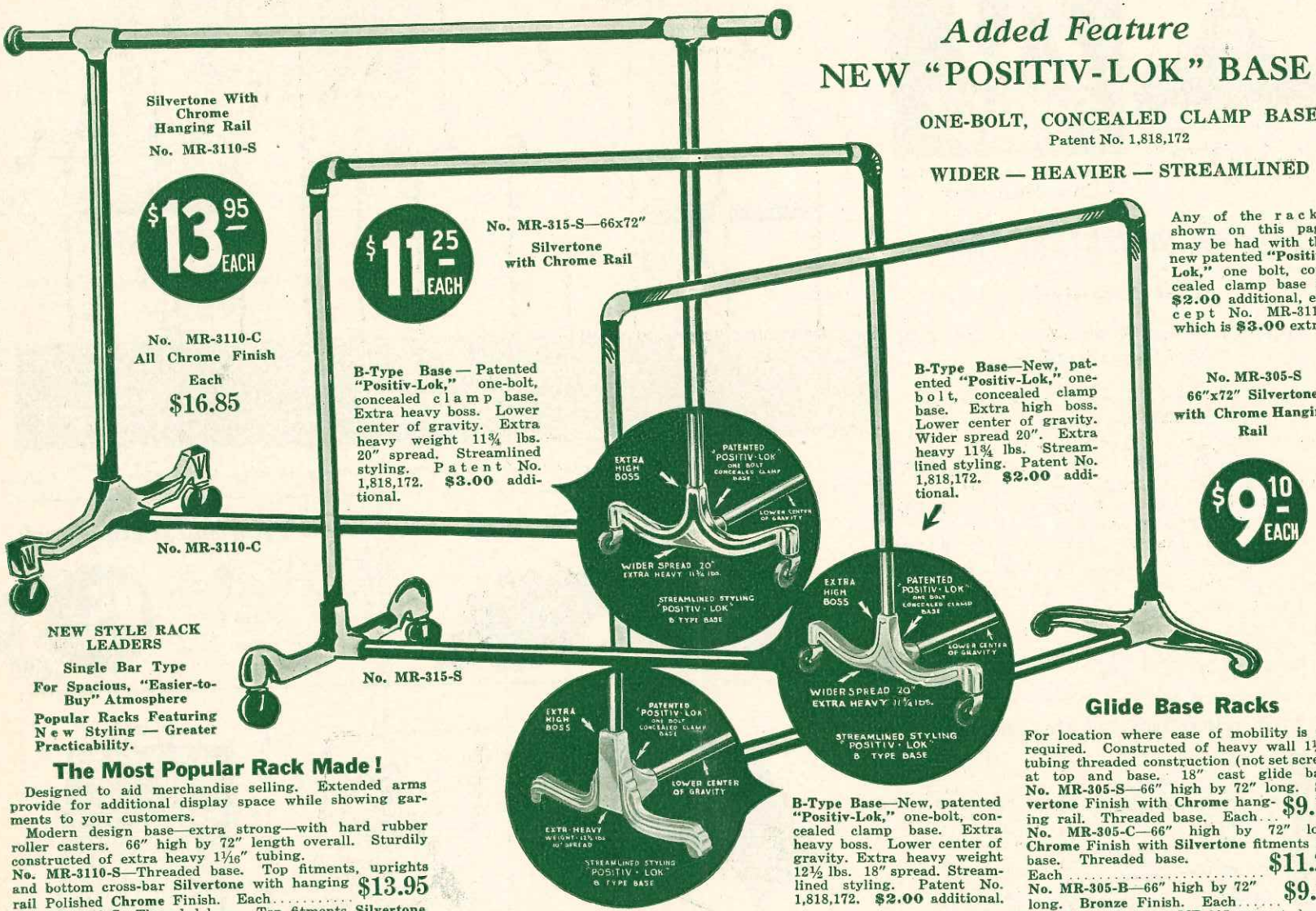
Added Feature

NEW "POSITIV-LOK" BASE

ONE-BOLT, CONCEALED CLAMP BASE
Patent No. 1,818,172

WIDER — HEAVIER — STREAMLINED

Any of the racks shown on this page may be had with the new patented **"Positiv-Lok,"** one bolt, concealed clamp base at **$2.00** additional, except No. MR-3110, which is **$3.00** extra.


Silvertone With Chrome Hanging Rail
No. MR-3110-S
$13.95 EACH
No. MR-3110-C
All Chrome Finish
Each
$16.85
No. MR-3110-C
$11.25 EACH
No. MR-315-S—66x72"
Silvertone with Chrome Rail
No. MR-315-S
B-Type Base — Patented "Positiv-Lok," one-bolt, concealed clamp base. Extra heavy boss. Lower center of gravity. Extra heavy weight 11¾ lbs. 20" spread. Streamlined styling. Patent No. 1,818,172. $3.00 additional.
B-Type Base—New, patented "Positiv-Lok," one-bolt, concealed clamp base. Extra high boss. Lower center of gravity. Wider spread 20". Extra heavy 11¾ lbs. Streamlined styling. Patent No. 1,818,172. $2.00 additional.
No. MR-305-S
66"x72" Silvertone with Chrome Hanging Rail
$9.10 EACH
EXTRA HIGH BOSS
PATENTED POSITIV-LOK ONE BOLT CONCEALED CLAMP BASE
LOWER CENTER OF GRAVITY
WIDER SPREAD 20"
EXTRA HEAVY 11¾ LBS.
STREAMLINED STYLING
"POSITIV-LOK"
B TYPE BASE
EXTRA HEAVY WEIGHT 12½ LBS. 18" SPREAD

NEW STYLE RACK LEADERS

Single Bar Type
For Spacious, "Easier-to-Buy" Atmosphere
Popular Racks Featuring New Styling — Greater Practicability.

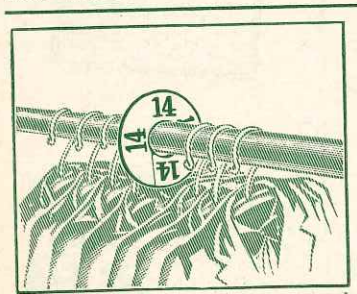
The Most Popular Rack Made!

Designed to aid merchandise selling. Extended arms provide for additional display space while showing garments to your customers.

Modern design base—extra strong—with hard rubber roller casters. 66" high by 72" length overall. Sturdily constructed of extra heavy 1⅛" tubing.

No. MR-3110-S—Threaded base. Top fitments, uprights and bottom cross-bar **Silvertone** with hanging rail Polished **Chrome** Finish. Each **$13.95**

No. MR-3110-C—Threaded base. Top fitments **Silvertone**, balance of rack Polished **Chrome** Finish. Each **$16.85**



Celluloid Washable Rack Size Divider

These modern size dividers are numbered on two sides. Easy to snap on hanger bar. Fits bar up to 1⅜" diameter. Ten sizes to the set: 12-14-16-18-20-38-40-42-44-46. Per set **95c**

Per dozen **$9.50**

Caster Base Racks

Rubber-tired caster racks. Built of 1⅛" heavy wall tubing. Threaded construction (not set screw) at top and base. Substantial 16" cast underslung base.

No. MR-315-S—66" high by 72" long. **Silvertone** Finish with **Chrome** hanging rail. Threaded base. Each **$11.25**

No. MR-315-C—66" high by 72" long. **Chrome** Finish with **Silvertone** fitments and base. Threaded base. Each **$13.40**

No. MR-311-S—48" by 66" high. **Silvertone** Finish with **Chrome** hanging rail. Threaded base. Each **$10.45**

No. MR-311-C—48" by 66" high. **Chrome** Finish with **Silvertone** fitments and base. Threaded base. Each **$12.75**

No. MR-311-B—48" x 66". **Bronze** Finish. Each **$10.45**

No. MR-316-B—66" x 60". **Bronze** Finish. Caster Base Type. Each **$10.90**

Glide Base Racks

For location where ease of mobility is not required. Constructed of heavy wall 1⅛" tubing threaded construction (not set screw) at top and base. 18" cast glide base.

No. MR-305-S—66" high by 72" long. **Silvertone** Finish with **Chrome** hanging rail. Threaded base. Each **$9.10**

No. MR-305-C—66" high by 72" long. **Chrome** Finish with **Silvertone** fitments and base. Threaded base. Each **$11.20**

No. MR-305-B—66" high by 72" long. **Bronze** Finish. Each **$9.10**

Same height and description as MR.305 except length 48" long by 66" high.

No. MR-301-S—48" x 66". **Silvertone** Finish with **Chrome** hanging rail. Threaded base. Each **$8.25**

No. MR-301-C—48" x 66". **Chrome** Finish with **Silvertone** fitments and base. Threaded base. Each **$9.80**

No. MR-301-B—48" x 66". **Bronze** Finish. Each **$8.25**

Rack Size Divider

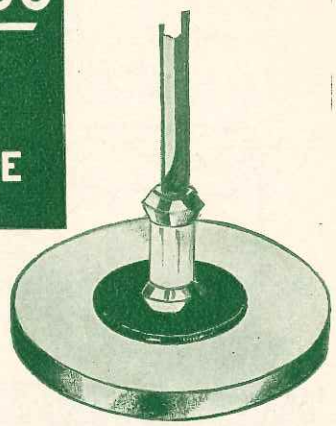
Keep dresses by sizes on your racks. Clip fits 1⅛" rack tubing. Holds tickets both sides, size 2¼x2¾".

No. MR-381-S—Silvertone Finish. Each ..... **30¢**

No. MR-381-C—Chrome Finish. Each ..... **50¢**

The "21st Century" SHOE GROUP

$32.00 COMPLETE GROUP



The "21st Century" Shoe Group Complete as Illustrated Above, $32.00

Fixtures May Be Purchased Individually at Following Prices:

	Each
Four No. MS124-482— 9/16" ext. Shoe Stands	$2.15
Four No. MS124-482—12/22" ext. Shoe Stands	2.15
Four No. MS124-482—18/34" ext. Shoe Stands	2.15
Four No. MS432-C —Heel Rests. Per dozen	1.50
One Large 20x12x10" Champion Displayer with 12x14" glass top. Each	3.45
One Small 12x10x8" Champion Displayer with 10x16" glass top. Each	3.00

Shoe stands finished in polished Chrome have black second disc. Diamond-shaped fitments above and below catalin column. Heel rests and Champion units in Chrome. Boxing charge of 50¢ on Champion Units when ordered separately.

NEW DOUBLE-BAR RACK "BUILT TO TAKE IT" *at Economy Price*

A new type top construction features this series of racks. Hanging rail is mounted securely on top of heavy tube upper cross bar, supplied with heavy wall 1 5/16" upright and bottom cross bar, 66" high, 1 1/16" heavy wall hanging rail 72" long. Hard rubber roller casters.

Base silver finish, bottom cross bar, uprights, end fittings **Silvertone**, hanging rails and balance polished **Chrome.**

No. MR-3050-AS—Threaded type base. Each **$21.50**

No. MR-3050-BS—"Positiv-Lok" clamp base. Each **$22.50**

No. MR-3050-AC—Threaded type base. Each **$30.00**

No. MR-3050-BC—"Positiv-Lok" clamp base. Each **$31.75**

All fittings **Chrome** except silver end fittings.

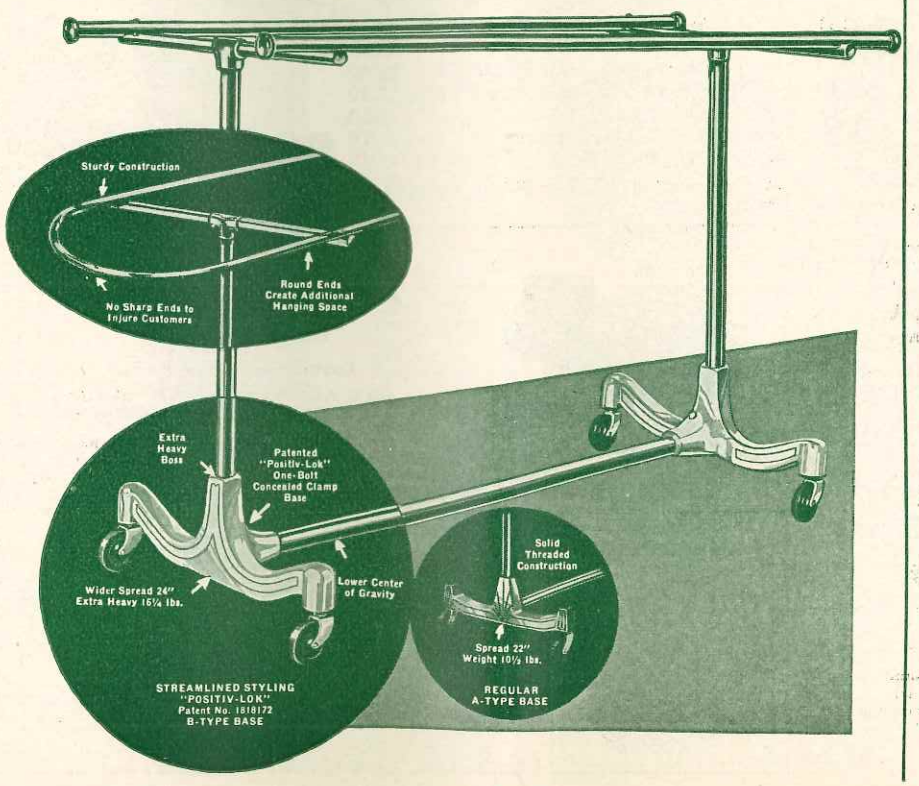
Base silver finish, bottom cross bar, uprights **Silvertone**, hanging rails and balance **Chrome. Round end** hanging rails. All polished **Chrome** Finish.

No. MR-3051-AS—Threaded type base. Each **$27.25**

No. MR-3051-BS—"Positiv-Lok" clamp base. Each **$28.25**

No. MR-3051-AC—Threaded type base. Each **$34.25**

No. MR-3051-BC—"Positiv-Lok" clamp base. Each **$35.75**


Sturdy Construction
No Sharp Ends to Injure Customers
Round Ends Create Additional Hanging Space
Extra Heavy Base
Patented "Positiv-Lok" One-Bolt Concealed Clamp Base
Wider Spread 24" Extra Heavy 16¼ lbs.
Lower Center of Gravity
STREAMLINED STYLING "POSITIV-LOK" Patent No. 1818172 B-TYPE BASE
Solid Threaded Construction
Spread 22" Weight 10½ lbs.
REGULAR A-TYPE BASE

New Low Cost Costumer

No. CH-767-M — 7x5½" "Monitor" card holder. One-piece frame with ¼x3" stem to fit Costumer. **Silvertone** Finish. Each ..... **50¢**

No. CH-768-M — 11x7" "Monitor" card holder with ⅜x3" stem to fit Costumer. One-piece frame. **Silvertone** Fin. Each ..... **75¢**

$7.50 EACH

COSTUMER

No. MR-3094 — A new, low-priced **heavy-duty costumer** rack. 66" high upright with 24" x 1 1/16" heavy-wall hanging rail. Equipped with 14" **cast disc base** with cast ornament. Upright and hanging rail of polished **Chrome.** Base and fittings lustrous black. Each **$7.50**

←**Heavy 14-inch Cast Base.**

The "CHAMPION" DISPLAYERS

Most Versatile Unit Display on the Market Today

No. MD-2150

Master Set

Chrome Finish. Per set.. $11.95
Silvertone Finish. Per set.. 8.70

MASTER SET consists of:

	Chrome	Silvertone
Two 20x12x10" Metal Unit Displayers. Each	$2.80	$1.60
Two 12x10x 8" Metal Unit Displayers. Each	2.30	1.30
One 12x24" Glass Top. Each	1.10	1.10
One 12x14" Glass Top. Each	.65	.65
One 10x16" Glass Top. Each	.70	.70
One 10x12" Glass Top. Each	.45	.45

Boxing charge of 50c when ordered in broken lots.

CHROME FINISH

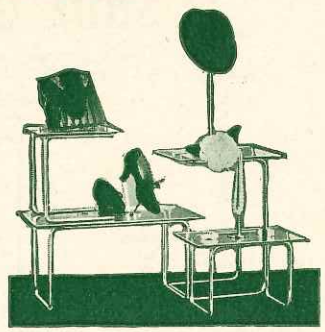
$11.95 — 4 PIECES

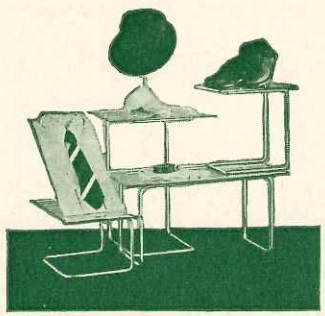
Complete as Illustrated
FEATURING MASTER SET DISPLAYED

The "CHAMPION" Display Set offers you the most flexible window trimming effects possible at LOW COST. Beautiful modern groupings may be obtained in many different ways with these interesting pieces with clear polished glass tops. Note interesting effects.

SILVERTONE $8.70 SET — 4 PIECES

Complete with Glass





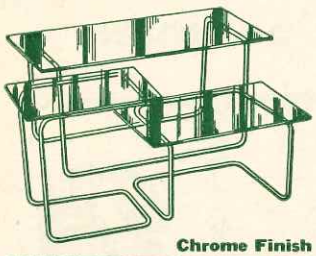
No. MD-2150 Master Set Displayed

Note the very refined and diversified display effects.

The Master Trim Display Set

No. MD-2151

$9.50 — 3 PIECES



Chrome Finish Complete as Illustrated

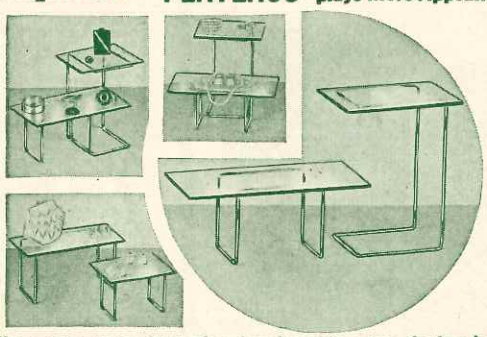
Master Trim Set Consists of

	Each
One 20x12x10" Chrome Metal Unit.	$2.80
Two 12x10x8" Chrome Metal Units.	2.30
One 12x24" Glass Top	1.10
One 10x16" Glass Top	.70
One 10x12" Glass Top	.45

Boxing charge of 50c when ordered in broken lots.

"Lilliputian" PLATEAUS

To Make Your Displays More Appealing

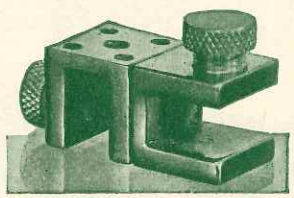


Easily create more attractive jewelry trims for shadow-box, window or show-case, with these tiny, unique display pedestals, with glass tops. There is no limit of interesting display arrangements possible with this group.

No. MS-2162—Small plateau, 4x5x6", of 3/16" round **Chrome** plated metal, with clear glass 6x8" top. Each.. $1.00

No. MS-2163—Larger plateau, 5x6x10", of 3/16" round **Chrome** plated metal, with clear glass 6x12" top. Each. $1.25

No. MS-2164—Set of above 2 plateau. Set $2.25



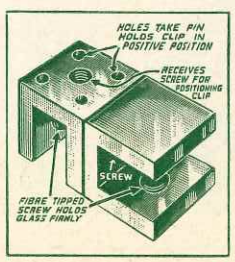
A New Revolutionary GLASS CLIP

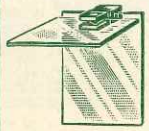
Convertible to Any Position

ONE ADJUSTABLE CLIP HOLDS YOUR GLASS IN ALL POSITIONS

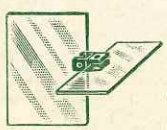
A remarkable development in the popular glass clip. Now a single clip suitable for all purposes. Adjustable, rigid, substantial construction. Fiber-tipped screw. Highly polished finish. Sets up all types of glass displays.

No. MS-935—Solid non-bending construction—fiber tip screw. Each ..... 75¢

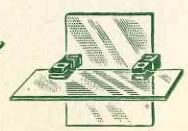

HOLES TAKE PIN HOLDS CLIP IN POSITIVE POSITION
RECEIVES SCREW FOR POSITIONING CLIP
SCREW
FIBRE TIPPED SCREW HOLDS GLASS FIRMLY



As Top Clip



As Side Clip



As Front Clip

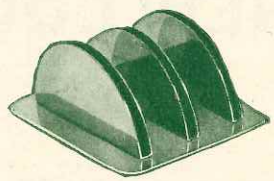
Interchangeable CLIPS *For* Building Many Useful Displays With Glass

SINGLE GLASS CLIP

No. GC-907—5" base. Clip 2¼" high for ¼" glass. **Chrome** Finish. Each.... 60¢

DOUBLE GLASS CLIP

No. GC-909 — 5x6" base. Clips 2¼" for ¼" glass. **Chrome** Finish. Each.. $1.00



TRIPLE GLASS CLIP

No. GC-910 — 5x6" base. Clips 2¼" high for ¼" glass. **Chrome** Finish. Each.. $1.35

HEAVY SINGLE CLIP

No. GC-908—6-in. cast base, 2¼-in. high semi-circle clip with two screws for holding glass. **Chrome** Finish. Each $1.75

UTILITY CARD HOLDER

No. K-125—Made of steel with a strong pin at top to stick in either cloth or wood. Good for use on men's clothing or ladies' ready-to-wear, blankets, hosiery, millinery, lamps, etc. Notch at bottom to suspend card. Gross in box. Per gross..... 65¢

Beautiful . . . Modern . . . Sturdy COSTUMER

No. MR-3089C
POLISHED CHROME FINISH with Silvertone Trim

The nation's leading costumer value. Sturdily constructed, extra heavy 14" base. 66" high. 24" hanging rail. 7x5½" card holder.

$9.95 EACH

No. MR-3089S

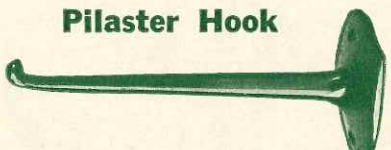
$8.50 EACH

SILVERTONE FINISH CHROME HANGING RAIL

MR-3089

Is there any display fixture or display material you require? Write us and we will furnish the product or information where it may be obtained.

Pilaster Hook



No. MR-902 — Highly polished 6" cast hook.
Bronze or Silvertone. Each ..... 50¢
Polished Chrome. Each ..... 75¢

LOW COST . . . MODERNE All Chrome Dress Stands

No. MS-76-619—8" solid cast base (not a shell cover), with black second disc, black column with ribbed fitting top and bottom. 36/72" extension. Round formed top. Polished Chrome Finish. Each... $3.95

$3.95 EACH

No. MS-74-619—Base, with black second disc and three diamond fittings. Center fitting polished copper. Balance of stand Polished Chrome. 36/72" extension, 8" solid cast base (not a shell cover), round formed top. Ea. $3.95

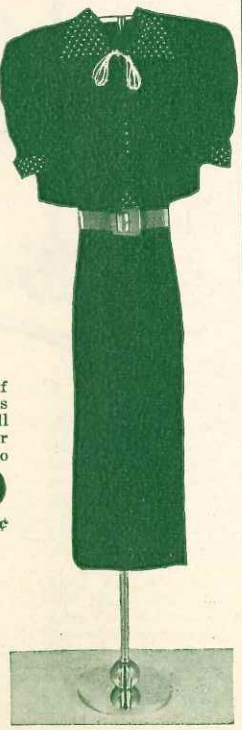
No. MS-76-619 No. MS-75-619 No. MS-74-619

No. MS-75-619—Base with black second disc, clear crystal glass ball, diamond shaped fittings, 36/72" extension, round formed top. Polished Chrome Finish. Each.... $3.95

NEW!! Tru-Youth Clamp-On Form

Fits Any Stand — Gives Youthful Lines to Your Dress Displays

1—Snaps (with spring clip) on any dress stand.
2—Saves time and handling. MR-624 used for lingerie.
3—Imparts life and natural appearance to your garments. Holds dress securely at this point.
4—Sturdily built to last for years.
5—Trims with full breast form, natural waistline, without use of pins. Saves garments.



FULL FIGURE

No. MR-624—Full figure form. Constructed of ⅛ wire, with spring snap clip to fit any dress stand upright. 23" overall. 7" waistline, full breast form construction. Snap clamps at rear for holding dress in true line around form. No pins necessary. Silvertone Finish. Packed 12 to a carton. $9.00
Per dozen $9.00
Less than dozen lots, each ..... 80¢

WAIST FIGURE

No. MR-614—Same as above except waist form only. 13" overall height, 7" waist. Silvertone Finish. Packed 12 to a carton. $6.60
Per dozen... $6.60
Less than dozen lots, each ..... 60¢

INCOMPARABLE VALUE . . . COSTUMERS

24-INCH HANGING RAIL Duro Finish

$4.25 EACH

Sturdily constructed of 1 1/16" tubing. Hanging rail 66" high. Heavy 18" cast base. 5" open card holder. No. MR-924-D—Duro Enamel Finish. Each... $4.25

SILVERTONE FINISH

$5.10 EACH

No. MR-924-S—Silvertone Finish with Chrome 24" Hanging Rail. Each $5.10
No. MR-924-B — All Bronze Finish. Each... $5.10

CHROME FINISH

$6.75 EACH

No. MR-924-C—Polished Chrome with Silvertone Trim. Each.. $6.75

30-INCH HANGING RAIL Duro Finish

$4.80 EACH

A heavier costumer with greater hanging space. Sturdily constructed of 1 1/16" tubing. Hanging rail 66" high. Heavy 22" cast base. 5" open card holder.
No. MR-925-D—Duro Enamel Finish. Each... $4.80

SILVERTONE FINISH

$6.50 EACH

No. MR-925-S—Silvertone Finish with Chrome 30" Hanging Rail. Each $6.50

CHROME FINISH

$7.40 EACH

No. MR-925-C—Polished Chrome with Silvertone Trim. Each.. $7.40

TELESCOPE CASE BRACKET

No. MR-09—Garment case bracket. Fastens to wall or pilaster. Telescopes to 12" length.
Bronze or Silvertone. Each $1.35
Polished Chrome. Each $1.65

Continental Styling in DISPLAY FIXTURES

Base Design No. MS-36

Modern sophistication of design is achieved in this beautiful display fixture. Beautiful solid Chrome cast base (not a shell cover), combined with crystal-clear glass ball, will lend eye-catching beauty to your merchandise presentation.

$22.50 PER DOZEN
10/20 AND 15/30 EXTENSIONS ONLY

MS-36 Base
Prices for Complete Fixtures:
10/20" or 15/30" extension. Each $1.95
Dozen lots. Per dozen $22.50

Other Extension Heights as Follows:

	Each
5" base, ⅜x¼" standard, 20/40" ext.	$2.30
6" base, ½x⅜" standard, 20/40" ext.	2.50
7" base, ⅝x⅜" standard, 30/60" ext.	3.40
8" base, ⅝x⅜" standard, 36/72" ext. Each	$4.00
9" base, ⅝x½" standard, 36/72" ext. Each	5.30

refreshingly smart

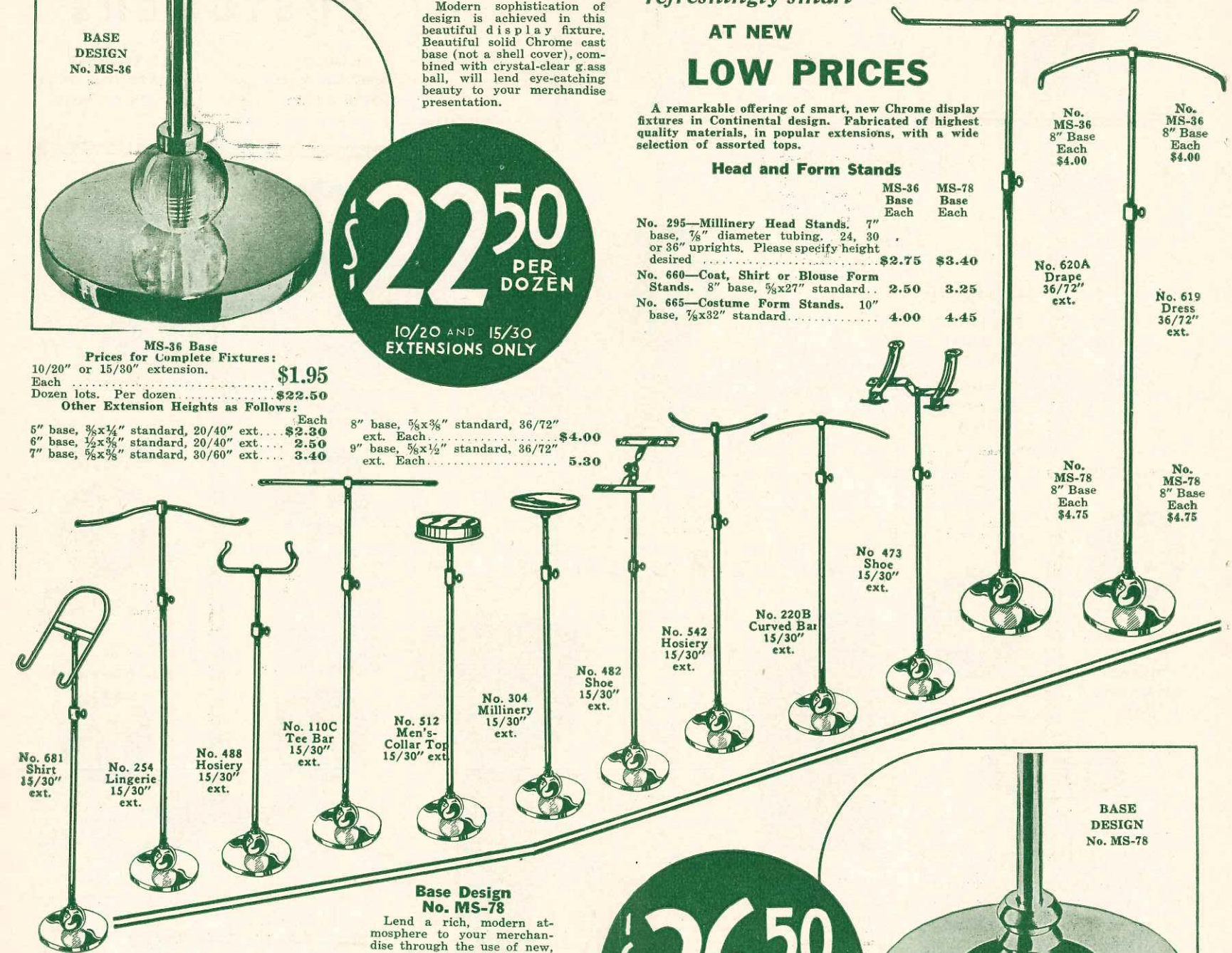
AT NEW

LOW PRICES

A remarkable offering of smart, new Chrome display fixtures in Continental design. Fabricated of highest quality materials, in popular extensions, with a wide selection of assorted tops.

Head and Form Stands

	MS-36 Base Each	MS-78 Base Each
No. 295—Millinery Head Stands. 7" base, ⅞" diameter tubing. 24, 30 or 36" uprights. Please specify height desired	$2.75	$3.40
No. 660—Coat, Shirt or Blouse Form Stands. 8" base, ⅝x27" standard	2.50	3.25
No. 665—Costume Form Stands. 10" base, ⅞x32" standard	4.00	4.45


No. MS-36 8" Base Each $4.00
No. MS-36 8" Base Each $4.00
No. 620A Drape 36/72" ext.
No. 619 Dress 36/72" ext.
No. MS-78 8" Base Each $4.75
No. MS-78 8" Base Each $4.75
No 473 Shoe 15/30" ext.
No. 220B Curved Bar 15/30" ext.
No. 542 Hosiery 15/30" ext.
No. 482 Shoe 15/30" ext.
No. 304 Millinery 15/30" ext.
No. 512 Men's-Collar Top 15/30" ext.
No. 110C Tee Bar 15/30" ext.
No. 488 Hosiery 15/30" ext.
No. 254 Lingerie 15/30" ext.
No. 681 Shirt 15/30" ext.

MS-78 Base

Prices for Complete Fixtures:
10/20" or 15/30" extension. Each $2.30
Dozen lots. Per dozen $26.50

Other Extension Heights as Follows:

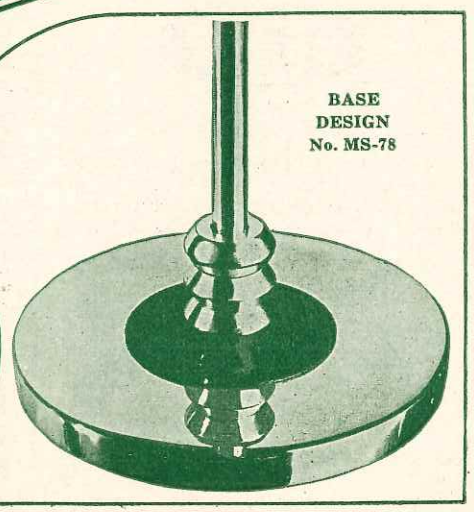
	Each
5" base, ⅜x¼" standard, 20/40" ext.	$2.50
6" base, ½x⅜" standard, 20/40" ext.	3.20
7" base, ⅝x⅜" standard, 30/60" ext.	3.75
8" base, ⅝x⅜" standard, 36/72" ext.	4.75
9" base, ⅝x½" standard, 36/72" ext.	6.55

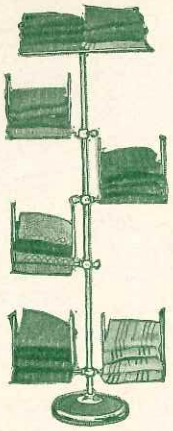
Base Design No. MS-78

Lend a rich, modern atmosphere to your merchandise through the use of new, up-to-the-minute displays. The natural beauty of your merchandise will be greatly enhanced trimmed on smart, modern fixtures.

Solid cast Chrome base (not a shell cover) and lustrous black second disc trim combine with three diamond fitments (top and bottom Chrome, center polished copper), to create one of the smartest style effects of the year in a display fixture base.

$26.50 PER DOZEN
10/20 AND 15/30 EXTENSIONS ONLY





MEN'S SOCK DISPLAYER

A Real Window Merchandiser

No. MS-2086—24 in. high. Three single shelves 3⅞x6 in. and one double shelf at bottom, adjustable on standard with metal risers on sides. 6x8-in. metal shelf on top for mass display. Chrome Finish with Silvertone shelves.
Each $6.00

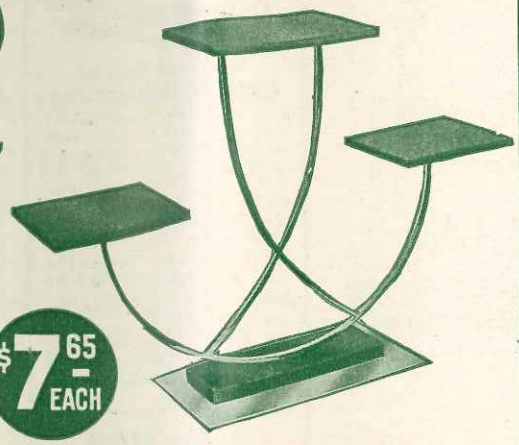
SMART WINDOW OR COUNTER DISPLAYERS

Leading the Field in Popularity for Their Utility and Beauty

$7.65 EACH

FOUR SHELF DISPLAYER

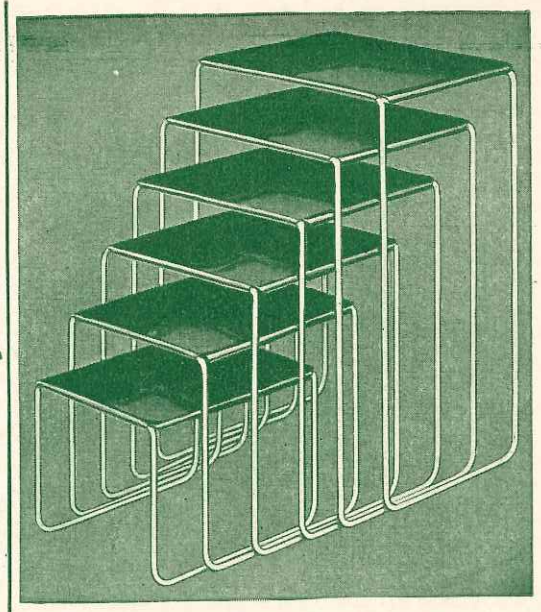
No. MD-824-S—Beautiful Silvertone Finish. Each $7.65
No. MD-824-C—Brilliant Chrome Finish. 25" high. 5x6" shelf at top, outside standards 13" and 19" high with 5x8" shelves. Lower shelf 5x12". 7" high. Each $8.85
Beautiful Ebony Wood Shelves.



$7.65 EACH

THREE SHELF DISPLAYER

No. MD-823-S — Beautiful Silvertone Finish. Each $7.65
No. MD-823-C—Brilliant Chrome Finish. 17" high. 6x8" shelf. 6x6" side shelves, 6" high. Each $8.85
Beautiful Ebony Wood Shelves.



MD-340 NEST OF 6 DISPLAY TABLES

Size: Table Tops	Height	Table Tops	Height
14½x12	24	11½x12	15
13½x12	21	10½x12	12
12½x12	18	9½x12	9

Finish: Rustproofed Chromolite Framework—Lithographed steel tops.
Color: Black.
Shipping Weight: 29 lbs., packed 1 nest in carton.
Per nest of 6 tables ..... $9.00 SET

COMPLETE YOUR ASSORTMENT OF TOPS NOW

CURVED BARS

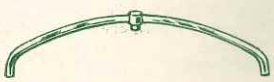
No. MT-220-A—¼x12", fit ¼".
CHROME. Each..... $0.40
Silvertone. Each..... .30
No. MT-220-B—¼x14", fit ¼".
CHROME. Each..... .40
Silvertone. Each..... .30
No. MT-220-C—⅜x16", fit ⅜".
CHROME. Each..... .65
Silvertone. Each..... .35

TEE BARS

No. MT-110-A—¼x8", fit ¼".
CHROME. Each..... $0.35
Silvertone. Each..... .25
No. MT-110-B—¼x12", fit ¼".
CHROME. Each..... .35
Silvertone. Each..... .25
No. MT-110-C—¼x15", fit ¼".
CHROME. Each..... .35
Silvertone. Each..... .30
No. MT-110-D—5/16x18", fit ⅜".
CHROME. Each..... .55
Silvertone. Each..... .30
No. MT-110-E—5/16x24", fit ⅜".
CHROME. Each..... .65
Silvertone. Each..... .40

DRAPING TEE BARS

No. MT-620-A—22" spread, fit ⅜".
CHROME. Each..... $0.80
Silvertone. Each..... .65
No. MT-620-B—24" spread, fit ⅜".
CHROME. Each..... .90
Silvertone. Each..... .75

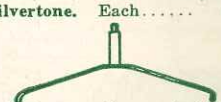


No. MT-619—14" spread round top, fit ⅜". CHROME. Each. $0.55

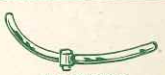
No. MT-639 — New flat stock formed top, 14" spread, fit ⅜".
CHROME. Each..... $0.80
No. MT-638—Same as above, fit ¼".
CHROME. Each..... .80

GARMENT

No. MT-632—14" spread, ornamental trim, fit ⅜".
CHROME. Each..... $1.10
No. MT-636—14" spread, plain, fit ⅜".
CHROME. Each..... $0.85
Silvertone. Each..... .55



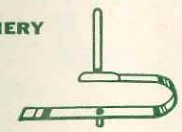
No. MT-655—14" spread, fit ⅜".
CHROME. Each..... $1.10
Silvertone. Each..... .85



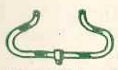
HOSIERY

No. MT-542—12" curved top, fit ¼".
CHROME. Each..... $0.40
Silvertone. Each..... .35

HOSIERY



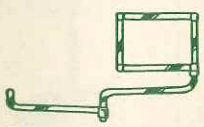
No. MT-489—10" spread, card holder rest at top, supplied with ¼x15" extension rod.
CHROME. Each..... $0.90
Silvertone. Each..... .65



No. MT-488—5½" spread, fit ¼".
CHROME. Each..... $0.60
Silvertone. Each..... .35

HOSIERY

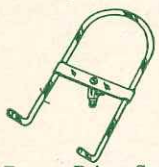
No. MT-504—7½" spread, fit ¼". Slotted for ticket.
CHROME. Each..... $0.60
Silvertone. Each..... .50



No. MT-502-A — 14" spread, fit ¼". 3½x5½" card holder.
CHROME. Each..... $1.30
Silvertone. Each..... .80
No. MT-502-B—Same as above, except no card holder.
CHROME. Each..... $0.75
Silvertone. Each..... .45

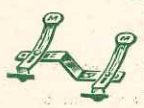
SHIRT

No. MT-684—Formed balsa wood shirt top. 9¼" wide x 15" long. Ratchet fitting, fit ¼".
Silvertone.
Each $1.00



No. MT-681 — Shirt and Box, ratchet fitting, fit ¼".
CHROME.
Each..... 85¢
Silvertone.
Each..... 65¢
Bronze Prices Same as Silvertone.

SHOE

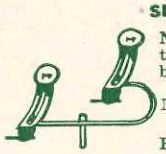


No. MT-473—Double shoe top.
CHROME.
Each $0.55
Silvertone.
Each..... $0.45

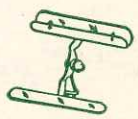
No. MT-469 — Double shoe top, fit ¼".
Silvertone.
Each $0.45

We can also furnish other styles of tops such as Girdle, Lingerie, Collar, Purse or Box, Ornamental Draping, Gooseneck, Hat, Rolled Shirt Front, Men's Wear Draping Hooks, etc. Write for catalog No. 150.

SHOE



No. MT-471 — Arched type, fit ¼". Cross-bar CHROME.
Tops Silvertone.
Each $0.55
All Silvertone.
Each $0.45



No. MT-482 — Double adjustable, fit ¼".
Silvertone.
Each $0.55

No. MT-474—Flat metal, adjustable heel clip, ratchet fitting, fit ¼".
CHROME. Each..$0.90
Silvertone. Each.. .80

No. MT-476—Flat metal, individual adjustable heel clips, ratchet fitting, fit ¼".
CHROME. Each..... $0.80
Silvertone. Each..... .70

No. MT-483—¼" polished plate glass, adjustable heel clip, ratchet fitting, fit ¼".
CHROME. Each..... $1.15

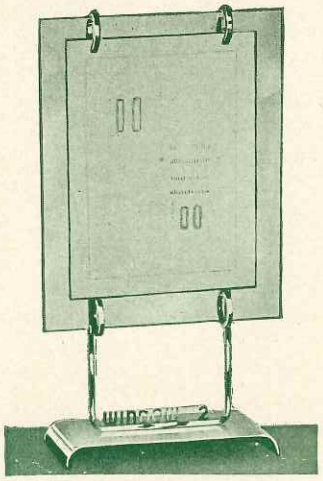
No. MT-468-A—Tee Bar type, double shoe top, fit ¼". Tops adjustable.
CHROME. Each..$1.00
Silvertone. Each.. .80

No. MT-486-B—Same as above, except CHROME with Silvertone shoe holders.
Each $0.85

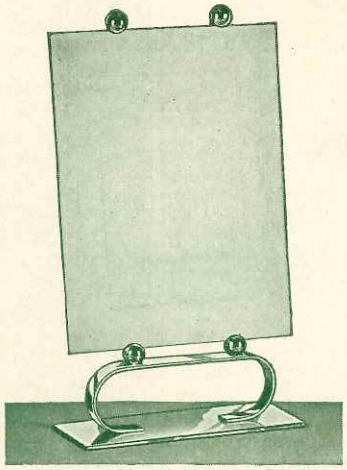
No. MT-360—5x5" square top, fit ¼".
CHROME..
Each..... $0.85

NEW! Modern Window Card Holders

Individualize Your Windows ... Attract Buyers



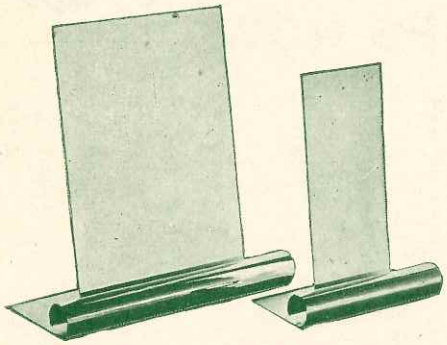
No. CH-789—A combination glass face window sign holder and window number marker, for window sales message and identification. 6x12½" metal base, with 2 square uprights, window number as selected. Two slotted chrome rings attached to upright to hold glass plate and card. Takes 11x14" card, 14x17¾" clear glass plate. Overall height 25½". Polished **Chrome** Finish. Each **$8.50**



Smartly Styled Tilted Holder

No. CH-788—A distinctive new 11x14" tilted card holder. Card slips into slotted metal balls, mounted on flat **Chrome** oval, open in center, oval mounted to 4x11" flat Suedette bottom base. Overall height 18½". Polished **Chrome** Finish. Each **$5.50**

The Popular Rolled Front Type

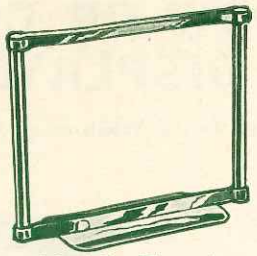


No. CH-759—Large size. 11" wide by 12" high. **Chrome** Finish. Each **$1.40**

No. CH-758 — Small size. 7" wide by 10" high. **Chrome** Finish. Each **$1.10**

Fountain Service ... Menu and Sign Holders

No. CH-2170 — Smart "MONITOR" 11x14" vertical frame attached to modern streamlined base, for soda fountain or window use. Polished **Chrome** Finish. Each **$2.50**



Ideal for Top of Radio or Refrigerator

Furniture card holder, equipped with flat base, Suedette bottom, suitable for pricing tables, buffets, bureaus, and all flat top furniture. 7x5½" frame, 5x3" base.

No. CH-3334-S — **Silverstone** Finish. Per dozen... **$4.25**

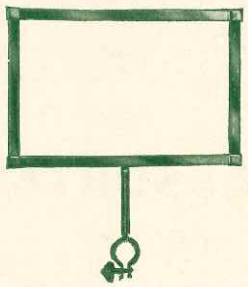
No. CH-3334-C—**Chrome** Finish. Per dozen..... **$7.85**

Same as above, with 11x7" frame, 4x8" base.

No. CH-3341-S — **Silvertone** Finish. Per dozen... **$5.75**

No. CH-3341-C—**Chrome** Finish. Per dozen..... **$10.00**

RACK SIGN HOLDERS



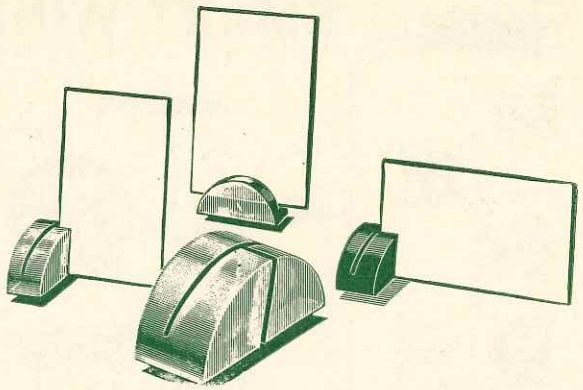
For attaching to oblong garment rack, clamp to fit 1 1/16" tubing.

No. MR-760—For 7x5½" card. **Silvertone** or **Bronze** Finish. Each..... **70¢**

No. MR-761—Same as above. **Chrome** Finish. Each **$1.00**

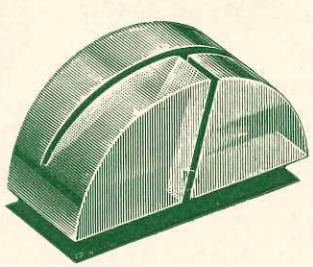
No. MR-762—For 11x7" card. **Bronze** or **Silvertone** Finish. Each..... **90¢**

No. MR-763—Same as above. **Chrome** Finish. Each **$1.30**



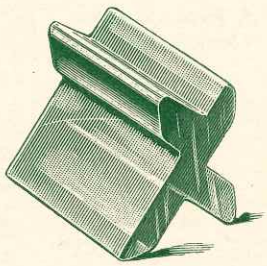
THREE-WAY CATALIN SMALL TICKET HOLDER

No. CH-702—Exact size of illustration. Crystal Transparent and Blue Transparent, Rose Transparent, Green Transparent, Amber Transparent, Red Opaque, Brown Opaque, Black Opaque, White Opaque. Per box of 50..... **$3.75**
Per 100 ..... **$7.00**



CATALIN LARGE TICKET HOLDER

No. CH-707 — ⅔ actual size. Crystal Transparent or Black Opaque
Per dozen..... **$3.50**



CATALIN HEEL REST

Colors: **Brown Opaque, Black Opaque, White Opaque.**
Per dozen..... **$1.65**
Half gross..... **$ 9.00**
Gross **16.80**

No. CH-700—**Crystal Transparent.** Per dozen. **$1.85**
Half gross..... **$10.20**
Gross **19.20**

CHROME TICKET HOLDER

No. CH-249 — 1¾ x 1¾" base, 1" height. For windows, counters, display tables, etc. The handiest, lowest price unit ever developed. Genuine **Chrome** Finish throughout.
Per dozen..... **50¢**

"HOLDZIT" HOLDERS

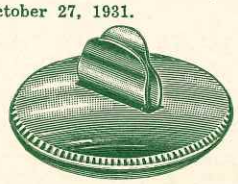
Made of heavy metal with weighted beaded base. Attractive, economical and a very practical "Holdzit" Holder.

Fingers can be opened or closed to fit thick or thin cards and bent to hold card at an angle. Illustrations are exact sizes.

Finished in a beautiful lustrous nickel that is rust-proof and will not tarnish. Use two or more "Holdzit" Holders for long or large cards.

Patented October 27, 1931.

No. K-110—Weighted. Diameter of base ⅞ in. Per doz.. **40¢**
Per gross..... **$4.00**



No. K-114—Weighted. Diameter of base 1⅛ in. Per dozen **60¢**
Per gross..... **$6.00**

No. K-120—Weighted. Diameter of base 1½ in. Per dozen..... **90¢**
Per gross..... **$9.00**

UTILITY TICKET HOLDERS

No. CH-607-X 1¾" steel base, 2" overall height. **Bronze** or **Silvertone** Finish. Per dozen .. **$1.90**

No. CH-715—2" height. Base 2⅞" diameter.
No. CH-716—4" height. Base 2⅞" diameter.
No. CH-717—6" height. Base 2⅞" diameter.
Your choice of 2", 4" or 6" height. **Silvertone** Finish. Per dozen... **$2.00**
50 for..... **$8.00**

MINIATURE CARD HOLDER

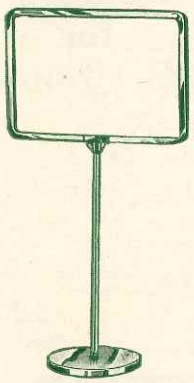
No. 950 — 1¼" steel base with spiral holder of formed wire. **Silvertone** Finish. Per doz. **$1.00**
Per 100 .... **$7.50**

No. CH-701—Catalin Shoe Horns. Assorted colors. Per dozen.... **$1.50**

The "MONITOR"

A NEW AND TRULY SMART CARD HOLDER

Distinctiveness and individuality are embodied in the conservatively modern and beautiful "Monitor" card frame. A one-piece frame, simply yet ruggedly constructed, they will create a pleasing effect in your merchandise pricing.



Riser bisects radius of corner for proper alignment of card to hold the card perfectly level with frame.

No. CH-725-M
No. CH-726-M
No. CH-728-M

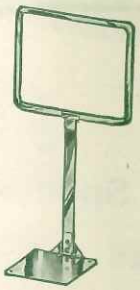
No. CH-725-M—7x5½" frame, 4" base, ¼x10" stem. Standard attached to frame.
Silvertone Finish. Per dozen **$11.25**
Chrome Finish. Per dozen **$15.50**

No. CH-726-M—11x7" frame, 4½" base, ⅜x12" stem. Standard attached to frame.
Silvertone Finish. Per dozen **$12.50**
Chrome Finish. Per dozen **$18.40**

No. CH-728-M—14x11" frame, 5" base, ⅜x15" stem. Standard attached to frame.
Silvertone Finish. Per dozen **$16.50**
Chrome Finish. Per dozen **$23.85**

NEW LOW PRICES

Dura-Chrom GENUINE CHROME



Dura-Chrom

A new Chromium finish combining long-wearing qualities with an attractive appearance at spectacularly new, low prices.

No. 96-M—5½ x 3½" frame, 8 or 10" overall height, spring steel stem, 3 x 4" stamped base. **Dura-Chrom Finish.** Per dozen... **$4.50**

No. 97-M — 7 x 5½" frame, 12 or 14" overall height, spring steel stems, 4 x 5" stamped base. **Dura-Chrom Finish.** Per dozen... **$5.75**

No. 98-M — 11 x 7" frame, 15 or 17" overall height, spring steel stems, 5 x 6" stamped base. **Dura-Chrom Finish.** Per dozen... **$7.00**

No. 99-M — 14 x 11" frame, 19 or 21" overall height, spring steel stems, 5 x 6" stamped base. **Dura-Chrom Finish.** Per dozen. **$10.00**

Mirro-Chrome

Mirro-Chrome is of jewel-like appearance and represents the most beautiful mirrored finish that skilled craftsmanship can apply to metal.

No. 96-M—5½ x 3½" frame, 8 or 10" overall height, spring steel stem, 3x4" stamped base. **Silvertone Finish.** Per dozen... **$4.30**
Mirro-Chrome Finish. Per dozen **$6.50**

No. 97-M — 7 x 5½" frame, 12 or 14" overall height, spring steel stems, 4x5" stamped base. **Silvertone Finish.** Per dozen... **$5.50**
Mirro-Chrome Finish. Per dozen **$8.25**

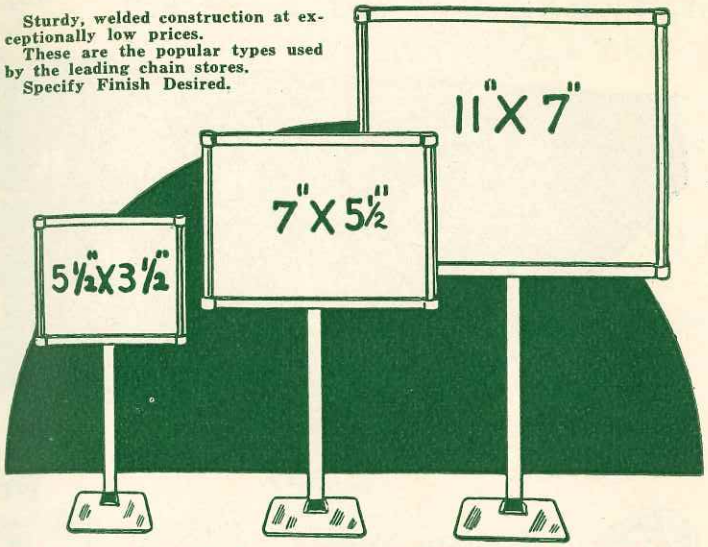
No. 98-M — 11 x 7" frame, 15 or 17" overall height, spring steel stems, 5x6" stamped base. **Silvertone Finish.** Per dozen... **$6.75**
Mirro-Chrome Finish. Per dozen **$10.50**

No. 99-M — 14 x 11" frame, 19 or 21" overall height, spring steel stems, 5x6" stamped base. **Silvertone Finish.** Per dozen... **$9.50**
Mirro-Chrome Finish Per dozen **$14.25**

Popular Type Syndicate Card Holders

Bronze, Silvertone, or Dura-Chrom Finishes

Sturdy, welded construction at exceptionally low prices.
These are the popular types used by the leading chain stores.
Specify Finish Desired.



No. CH-96 — 5½x3½" frame, 8" or 10" overall height. **Bronze or Silvertone.** Per dozen..... **$3.40**

No. CH-96-C—5½x3½" frame, 8" or 10" overall height. **Dura-Chrom Finish.** Per dozen..... **$4.00**

No. CH-97 — 7x5½" frame, 12" or 14" overall height. **Bronze or Silvertone** Per dozen..... **$3.85**

No. CH-97-C — 7x5½" frame, 12" or 14" overall height. **Dura-Chrom Finish.** Per dozen..... **$5.10**

No. CH-98—11x7" frame, 15" or 17" overall height. **Bronze or Silvertone.** Per dozen..... **$5.30**

No. CH-98-C — 11x7" frame, 15" or 17" overall height. **Dura-Chrom Finish.** Per dozen..... **$6.25**

Vertical type card frames are also available at the above prices. Specify when ordering if vertical type is desired.

Vertical type frames are made to order and shipped direct from factory.

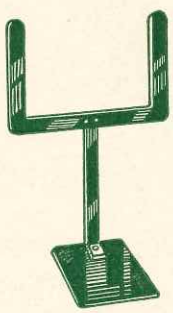
FOR 14x11 CARDS

No. CH-99—14x11" frame, 19" or 21" overall height. **Bronze or Silvertone.** Per dozen..... **$7.90**

No. CH-99-C—14x11" frame, 19" or 21" overall height. **Dura-Chrom Finish.** Per dozen..... **$8.90**

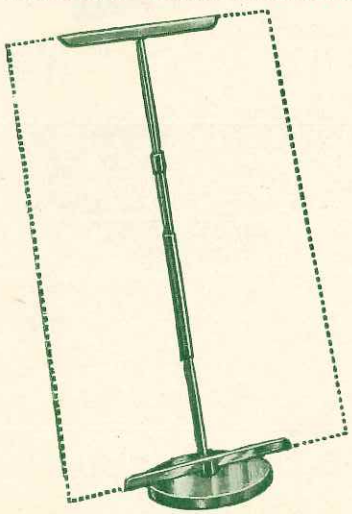
Open Frame Type Card Holder

No. CH-124—The LOWEST PRICED good card holder available. Hundreds of thousands in use. Holds 7x5½" or larger card. **Silvertone Plated or Statuary Bronze Plated Finish.** 8-in. stem. Per dozen.... **$3.00**

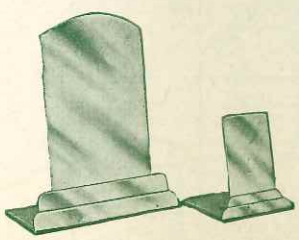


No. S-511—Made to hold 11x7" card. **Silvertone Plated or Statuary Bronze Plated Finish.** 11-in. stem. Per dozen.... **$3.75**

Window Card Holders



No. CH-750-S—Silvertone Finish. Each..... **$2.25**
No. CH-750-C—Polished Chrome. Each..... **$2.75**
Extends to 7x11" up to 14x22" window cards.



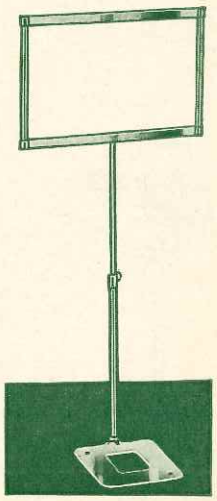
Smart . . . Modern FELTED BASES

No. CH-755-S—Silvertone Finish. Per dozen.. **$3.85**
No. CH-755-C—Chrome Finish. Per dozen..... **$5.75**
Holds up to 11x7" cards.
No. CH-756-S—Silvertone Finish. Per dozen.. **$6.60**
No. CH-756-C—Chrome Finish. Per dozen... **$10.50**
Holds up to 14x11" cards.

EXTENSIBLE TYPE

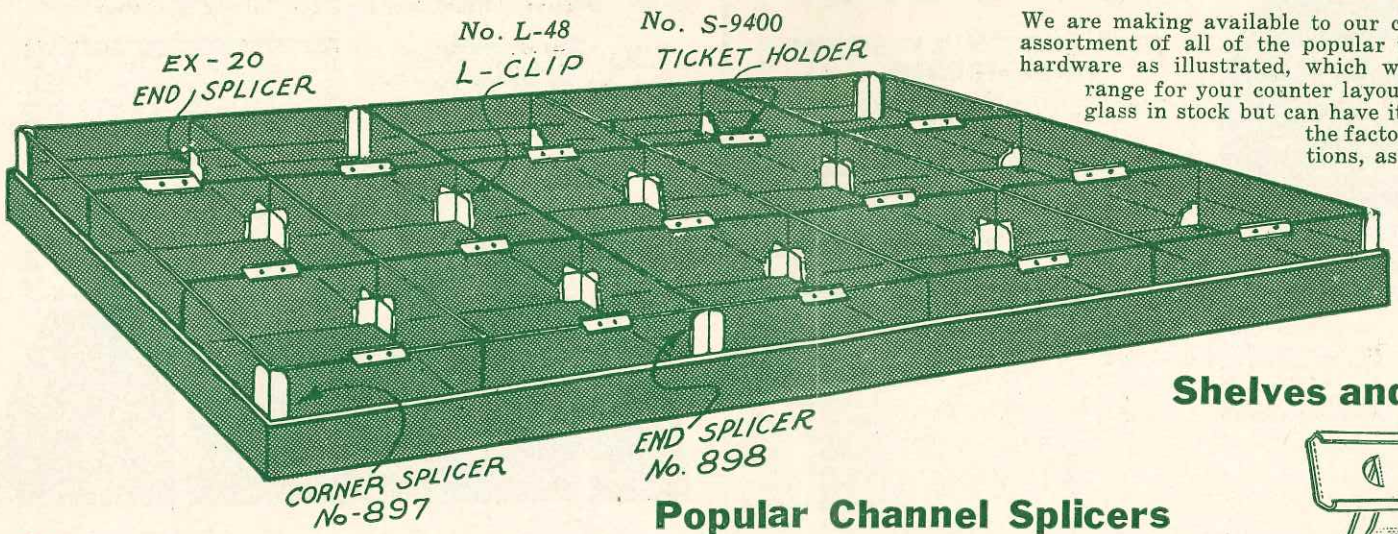
No. CH-730—For 11x7" cards. 10/20" ext. 5x6" flat cast base. **Bronze or Silvertone Finish.** Each ..... **80¢**
Per dozen lots **$8.60**

No. CH-731 — For 14x11" cards. 10/20" ext. 5x6" flat cast base. **Bronze or Silvertone Finish.** Each..... **$1.05**
Per dozen lots **$11.75**
Be sure to specify whether you wish **Bronze or Silvertone Finish.**



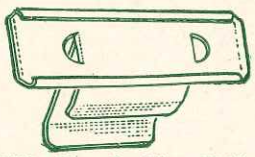
No. CH-730

COMPLETE COUNTER-BIN HARDWARE . . . . .



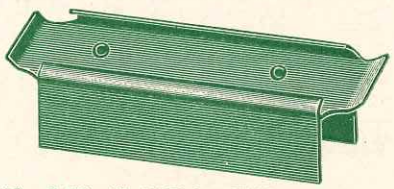
We are making available to our customers a complete assortment of all of the popular types of counter bin hardware as illustrated, which will allow you to arrange for your counter layouts. We do not carry glass in stock but can have it shipped direct from the factory. Write for quotations, as the prices fluctuate.

Price Ticket Holders for Shelves and Partitions

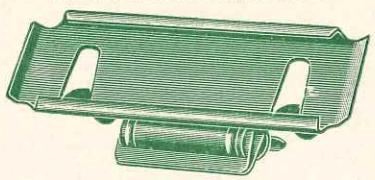


No. S-9400—Glass Partition Holder. Fits up to ¼" glass. For 2⅞x⅞" price tickets. **Bronze or Silvertone.** $2.20
Per 100 ..... $2.20
Per 1000 ..... $20.00

No. S-527—Bin Ticket Holder for mounting to wood shelves with tacks. For 2⅞x⅞" price tickets. **Bronze or Silvertone.** Per 100 ..... $2.25



No. S-528—Shelf Ticket Holder. Fits ⅞" wood shelves. For 2⅞x⅞" price tickets. **Bronze or Silvertone.**
Per 100 ..... $4.30



No. S-591 — Spring Clip Ticket Holder. Fits all partitions up to ⅜". For 2⅞x⅞" price tickets. **Bronze or Silvertone.** Per dozen ..... 75¢

SLIP-IN TICKET HOLDER

For Pricing Package and Shelf Goods.
No. CH-712—2" long by 1" wide. **Bronze or Silvertone.**
Per 100 ..... $2.25

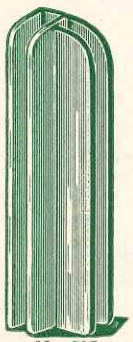
Popular Channel Splicers

Plain Type

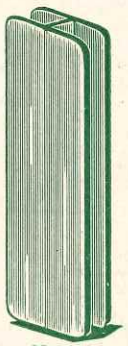
For ¼" Glass

	Silvertone Per 100	Polished Nickel Per 100
2" high	$4.50	$ 5.95
3" high	5.10	6.60
4" high	5.80	6.75
5" high	6.00	7.60
6" high	6.35	9.00
7" high	7.40	9.60
8" high	8.00	10.35

Silvertone or Polished Nickel Finish. Specify height and finish when ordering.



No. 897 CORNER



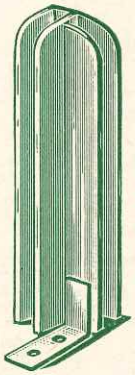
No. 898 END

Flange Type

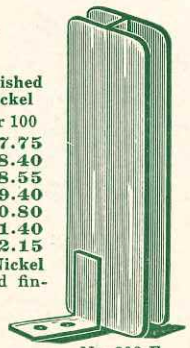
For ¼" Glass

	Silvertone Per 100	Polished Nickel Per 100
2" high	$6.30	$ 7.75
3" high	6.90	8.40
4" high	7.60	8.55
5" high	7.80	9.40
6" high	8.15	10.80
7" high	9.20	11.40
8" high	9.80	12.15

Silvertone or Polished Nickel Finish. Specify height and finish when ordering.



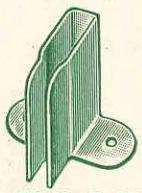
No. 897-F—CORNER



No. 898-F END

Glass Clips

No. L-48—Cross Partition Clip for 3/16" or ¼" Glass. Silvertone Finish. Per 100 .... $1.30



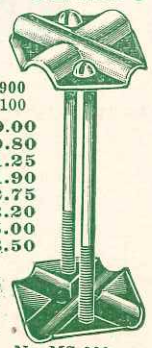
No. EX-20—End Partition Clip for 3/16" or ¼" Glass. Silvertone Finish. Per 100 .... $2.75

"TEE" AND "CROSS" CLAMPS for GLASS SHELVES

	MS-899-X Per 100	MS-900 Per 100
2"	$ 6.75	$ 9.00
3"	7.30	10.80
4"	7.60	11.25
5"	7.90	11.90
6"	8.20	12.75
8"	8.50	13.20
10"	10.00	15.00
12"	10.50	16.50

Bolts must be ordered in even inch lengths.

No. MS-899-X Tee Clamp



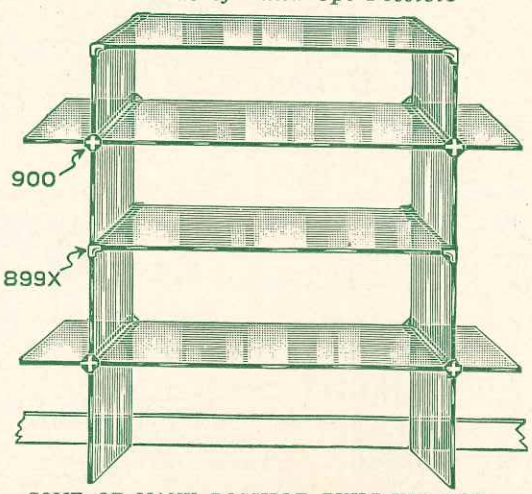
Silvertone Finish

No. MS-900 Cross Clamp

OVER COUNTER BUILD-UPS

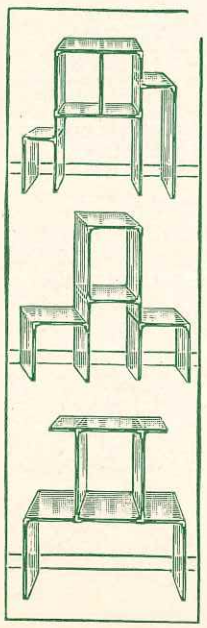
of GLASS and MS-899-X and MS-900 CLAMPS

Hundreds of Build-Ups Possible



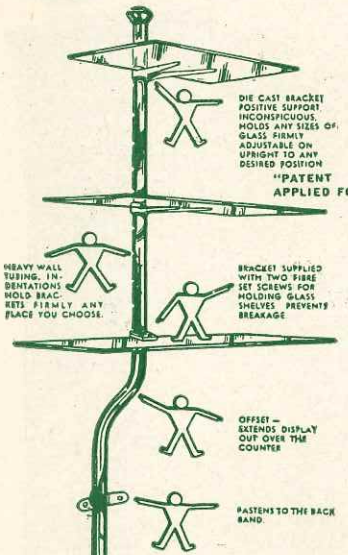
SOME OF MANY POSSIBLE BUILD-UPS FOR OVER-COUNTERS

The many attractive cross-counter build-up displays you see today are a result of the use of the No. MS-899-X and MS-900 cross clamps. Literally any shape or form can be built to suit the peculiarity of the display with glass from your own stores with these handy build-up clamps.



Real Profit Making Displayers for Back Counters

"THE SALES BUILDER"


DIE CAST BRACKET POSITIVE SUPPORT INCONSPICUOUS. HOLDS ANY SIZES OF GLASS FIRMLY ADJUSTABLE ON UPRIGHT TO ANY DESIRED POSITION
"PATENT APPLIED FOR"
HEAVY WALL TUBING. INDENTATIONS HOLD BRACKETS FIRMLY ANY PLACE YOU CHOOSE.
BRACKET SUPPLIED WITH TWO FIBRE SET SCREWS FOR HOLDING GLASS SHELVES. PREVENTS BREAKAGE
OFFSET — EXTENDS DISPLAY OUT OVER THE COUNTER
FASTENS TO THE BACK BAND.

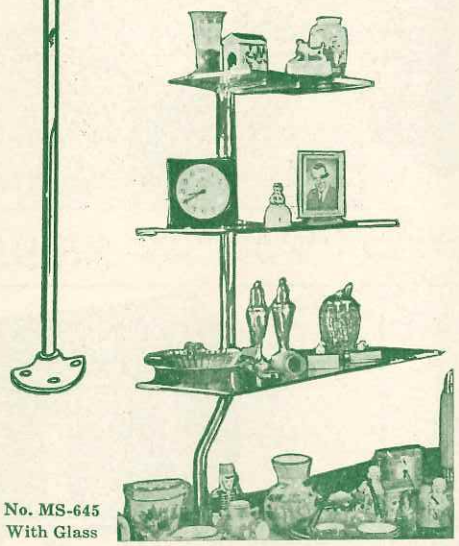
Our Four Star Number

★★★★

TOILETRIES
COSMETICS
GIFTS

$9.00 EACH

without glass
No. MS-644



No. MS-645
With Glass

The Greatest Display Profit Maker for Variety Stores

The "SALES BUILDER" is today's most popular back-counter glass shelf display fixture. It has been adopted by the leading syndicates to provide feature spot display location for important long-profit items and for the additional counter footage it provides.

No. MS-644—The "SALES BUILDER" is 72" high, made of heavy-duty 1 1/16" tubing, offset over counter. Fastens to floor with half-flange base and back-counter bracket. Upright notched for rigid shell bracket grip. Equipped with three cast shelf brackets, with fiber set screws to hold glass shelves. Decorative top fitting. All Polished **Chrome** Finish. Without glass, each.. **$9.00**

No. MS-645—Same as above, equipped with three polished-edge glass shelves. Bottom shelf 10x24", center shelf 8x20", top shelf 8x14". Each **$11.70**

No. MS-707—A handy little clip for attachment to above illustrated glass shelves to hold lace and crepe paper border decoration or price tickets. Weight per 100, ½ lb. **Silvertone** Finish. Per 100..... **$2.00**

FLEXIBLE END COUNTER FEATURE DISPLAYER

An all-metal arch "Feature End" display readily removable from one counter to another. Eliminate costly home-made end features in your stores by supplying this staple fixture which may be used for years to come. Takes, as illustrated, any type feature card in almost any shape or length. Note adjustable glass shelf brackets and hanging arm attachments at lower right.

No. MS-670—Two sturdy 1 1/16" standards, 42" height, with 4" round cast flange bases to fasten to counter. Top ends with decorative attachment plates top of each standard for attaching cross counter feature card. Equipped with six shelf brackets to hold glass shelves from 4" x 6" to 12" x 30". Not equipped with glass. Polished **Chrome** Finish. Set of Two Uprights..... **$16.50**

No. MS-669-S—Bracket to hold glass shelf to slip 1 1/16" feature uprights on display No. MS-670. **Silvertone** Finish. Each... **$1.20**
No. MS-669-C—Chrome..... **$1.45**

No. MS-669-S

No. MS-668—¼" x 12" tee bar attached to flange, to slip uprights on No. MS-670. **Chrome** Finish. Each **$1.50**

No. MS-668

No. MS-671—¼" x 12" curved bar attached to flange, to slip uprights on No. MS-670. **Chrome** Finish. Each..... **$1.55**

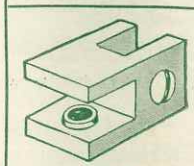
No. MS-671

Low Priced Back-Counter 3 Shelf Displayer

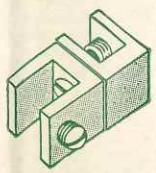
No. MS-650 — A Back-Counter Glass Triple-Shelf Display. Takes shelves up to 30". Standard ⅝" x 30" height. Equipped with three 8" x 24" glass shelves. An inconspicuous, yet highly effective feature displayer. Bootjack base. **Chrome** Finish. Each **$7.75**

No. MS-649—Same as above without glass shelves. Each **$5.50**

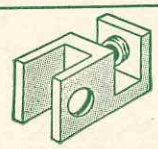
Interchangeable Clips for Attachment of Glass Shelves



SIDE
No. GC-911-A
Left Side Clip. Each.. **50¢**
No. GC-911-B
Right Side Clip. Each. **50¢**
Polished Aluminum.



No. GC-914—Swivel Clip. Polished Aluminum Finish. Each..... **65¢**



FRONT
No. GC-913-A
Left Front Clip. Each.. **50¢**
No. GC-913-B
Right Front Clip. Each. **50¢**
Polished Aluminum.

"FIFTH AVENUE"

Cross Counter Single Glass Shelf Display

No. MS-662-T—Here is the famous single glass shelf cross counter display. Adds that additional display space and allows for featuring bin merchandise. 16" high. With glass shelf 10" x 16". Equipped with 3½" x 5½" card holder. **Chrome** Finish. Each **$5.15**

No. MS-661-T — Same as above without glass shelf. Each..... **$4.40**

UTILITY COUNTER DISPLAYS

FOR INFANTS' WEAR

$1.75 EACH

A utility overcounter displayer for infants' wear, lingerie, sweaters, blouses, etc. 36" high, 12" extending arm at top. 5½x3½" card holder. **Bronze** or **Silvertone** Finish.

No. MR-280—Rack only. No hangers. Each **$1.75**

No. MR-281—Rack complete with assorted pink and blue decorated wood hangers. Each **$2.25**

No. MR-282—Rack complete with five 12" wire hangers. Each **$1.85**

Specify Finish Desired.

Step-Up Counter Piece Goods

$3.65 EACH

No. MR-592—Utilize your valuable counter space with this six-step display rack. Complete with 5" open card holder. **Bronze** Finish. Each.. **$3.65**

Bolt Goods

No. MR-583—12" high sturdy individual piece goods displayer. Diameter of rod ¼". **Bronze** Finish. Dozen... **$3.00**

No. MR-582—8" high sturdy individual piece goods displayer. Diameter of rod 3/16". **Bronze** Finish. Dozen... **$1.90**

Step-Up Infants' Wear —Over Counter

$1.90 EACH

15/30" extension with heavy base. **Bronze** or **Silvertone** Finish.

No. MS-691 — Rack only. no hangers. Each **$1.90**

No. MS-692 — Complete with five 12" wire hangers. Each **$2.00**

No. MS-690 — Complete with assorted pink and blue decorated wood hangers. Each **$2.40**

Portable Footlight

No. LF-129-C

No. LF-129-C — Baby flood or portable footlight for dissipating shadows created by overhead lighting in show windows; for featuring special trims. A long felt need in the display world. Focused for 75 or 100 Watt Lamps. Complete with shutter and set of six assorted color screens. Packed in individual cartons. Each.. **$4.25**

CURTAIN DISPLAYER

Wall Type **Shows 12 Pairs**

$6.95 EACH

No. MR-28—A practical wall type curtain displayer. Shows 12 full-length curtain patterns on 40" spread swinging arms. **Bronze** Finish. Each **$6.95**

"CLAMP-ON" FLEXIBLE SPOTLIGHT

No. LS-20—Double ball swivel allows universal focus of light. Has 20 ft. of rubber coated cord. 660 watt socket. Polished aluminum reflector with brass bushings. Uses 50 to 150 standard Edison base bulbs. Can be clamped on anywhere. Each..... **$2.50**

Per dozen..... **$25.00**

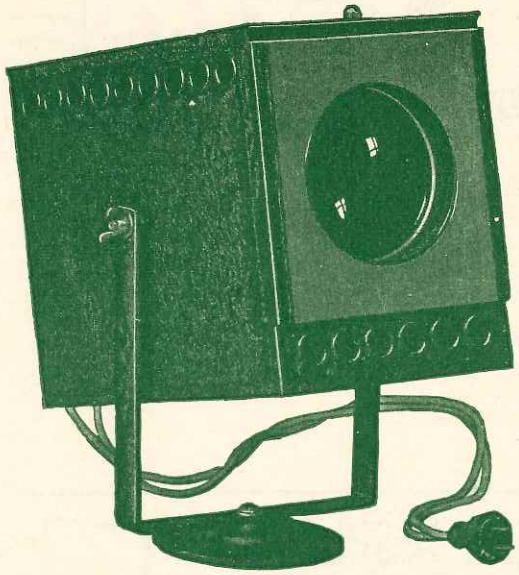
THE NEW MODEL "O" PEE WEE SPOT-LIGHT

Outstanding features are easy handling, maximum light, adjustable mounting bracket, forward and backward adjustment on bulb for spot or flood, adequate ventilation, relamping from top (hood dimensions are only 4½" x 5" x 2½"). This model uses a G-16½ 75 Watt Single contact Bayonet Base Lamp (average lamp life 200 hours) or the T-8 100 Watt Single contact Bayonet Base Lamp (average lamp life 50 hours). Gives a concentrated spot 12" in diameter. Can be increased to a spread of 36" in diameter at a distance of 3 feet. Comes completely equipped with asbestos cord, plug, mirror, lens, Universal mounting bracket, one Gelatin Color Holder and three sheets of colored gelatin, attractively finished in durable black and silver wrinkle. Complete, less bulb..... **$4.75**

G-16½ 75 Watt Bulb, 120 Volt..... **$1.25**

T-8 100 Watt Bulb..... **.85**

FLOOD and SPOTLIGHTS



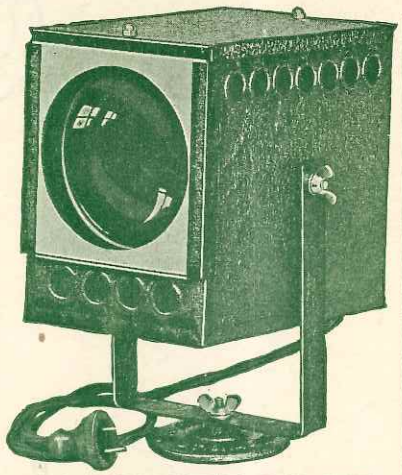
1000 WATT SPOT

LOW IN COST--HIGH IN EFFICIENCY

The last word in spotlights because they are scientifically designed and well constructed. A compact, yet powerful and efficient spot or floodlight that can be mounted anywhere in a minute and adjusted in less time than that. Equipped with a high grade optical glass lens and polished reflector designed to get the maximum efficiency from the light source. **1000 Watt Spot,** complete as shown, less Lamp Bulb..... **$10.00**

BULBS FOR 1000 WATT SPOTLIGHTS

No. G-40—For 1000 Watt. Short neck Mogul screw base bulb. Each..... **$5.75**



400 WATT SPOT

THE BEST WONDER SPOTLIGHT

is a low priced, high quality spot or floodlight that will give you a penetrating light where you want it with a minimum of cost.

Neat in appearance, light in weight, amply ventilated, easily mounted to the ceiling, wall or on a shelf because of the universal mounting bracket.

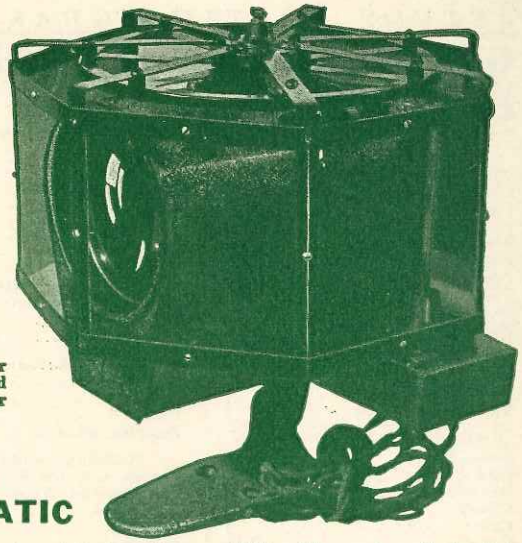
For Footlights, Spotting Lobby Displays or anywhere that you want a brilliant, concentrated beam of white or colored light.

Supplied with Asbestos Cord, Plug, Mirror, Lens, Universal Mounting Bracket and one Color Holder, attractively finished in Durable Black Wrinkle Baked-on Enamel.

400 Watt Spot, complete as shown, less Lamp Bulb..... **$5.00**

BULBS FOR 400 WATT SPOTLIGHTS

No. G-30—120 volt. For 400 Watt. Short neck medium screw base bulb. Each.. **$2.25**



LIGHT-- COLOR ACTION

Here is the answer to all unique and individual color lighting effects.

The BESTOMATIC

The **Bestomatic** is not just another spotlight with a color wheel; it is different. A few reasons why it is different:

It is motor-driven—entirely automatic—just plug it in the lighting circuit and it starts to operate immediately.

It is small (12-in. by 12-in. by 12-in.) and is therefore easily masked and **easy to handle.**

It operates perfectly at any angle. It has two speeds—either 14 or 28 color changes per minute.

Scientifically designed reflector mounted on Lamp Socket insures maximum light either at spot or flood.

It is equipped with an easily adjusted focusing attachment whereby a concentrated spot 3 feet in diameter can be increased to a spread of 12 feet in diameter at a distance of 10 feet. Greater spread at longer distance.

Scientifically designed to prevent overheating when used with 400 watt lamp—insuring long lamp life.

The Color Wheel has seven (7) colors of the very best moisture-proof gelatine obtainable.

The Color Wheel revolves around the Spotlight, thus giving a beautiful sweeping action—one color seemingly being swept away by the appearance of another.

Loosen one knurled screw to remove the color wheel and the lamp becomes a baby spotlight. The use of Aluminum Castings and High Grade Sheet Metal afford lightest weight and greatest durability.

The base is constructed with two swivel joints permitting the **Bestomatic** to be quickly and easily adapted to any desired angle.

The following Medium Screw Base lamps may be used with the **Bestomatic**—250 Watt or 400 Watt 115 Volt Type G-30 and 500 Watt 115 Volt Type T-20.

Bestomatic Color Spotlight for 110 Volt A. C. 60 cycle current only—less lamp bulb **$18.00**

Equipped for 110 Volt D. C. current only—less lamp bulb..... **$22.50**

BULBS FOR THE BESTOMATIC

No. G-30—250 Watt—120 Volt. Medium screw base..... **$1.40**

No. G-30—400 Watt—120 Volt. Medium screw base..... **2.25**

HAND OPERATED

Color Wheels

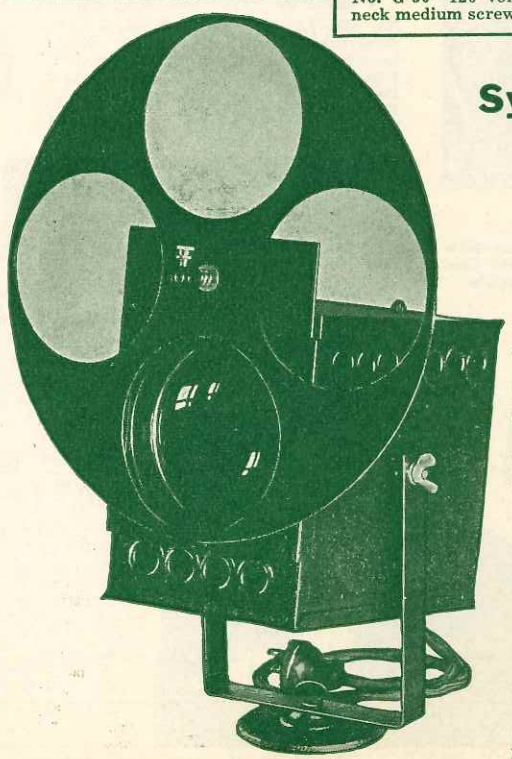
Come complete with four colors and bracket . . . no holes to drill . . . bracket slips in the two flanges on front of spot and can be put on or removed at will.

Color Wheel for 400 Watt Spot

Each Only **$1.75**

COLOR WHEEL

For 1000 Watt Spot. Each **$3.50**



Synchronous Automatic Color Wheel Attachment

for 400 Watt Spot and 1000 Watt Spot

Comes complete with synchronous motor, cord, plug and mounting bracket, bracket mounts to lamp in the same manner as the hand-operated color wheel attachment. Large wheel has six transoline colors which are waterproof and the motor has been designed to give long life.

Automatic color wheel attachment complete for use with A. C. 100 V. 60 C. Current only, each... **$7.00**

400 Watt Spotlight. Each **$5.00**

Complete **$12.00**

INTERIOR FLOODLIGHT

No. LF-506—Throws a wide-angle flood of light and will cover an entire surface 12 to 14 feet with light or color. Use 150 and 200 Watt Type C Mazda Lamp only. Packed in individual cartons. Weight 3½ lbs. Complete with universal bracket, socket and separable plug, four feet of heater cord and adjustable shutter (color screens not included). Each..... **$2.95**

Including set of 5 assorted color screens..... **$3.25**

LF-506 Floodlight

INTERIOR SPOTLIGHT

No. LS-505—Has a very brilliant center beam 36 to 48 in. in diameter, for featuring some particular display, by reason of its wonderful brilliancy. Use 150 and 200 Watt Type C Mazda Lamp only. Packed in individual cartons. Weight 3½ lbs. Complete with universal bracket, socket and separable plug and four feet of heater cord and adjustable shutter (color screens not included). Each... **$2.95**

Including set of 5 assorted color screens **$3.25**

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ST. LOUIS MO.

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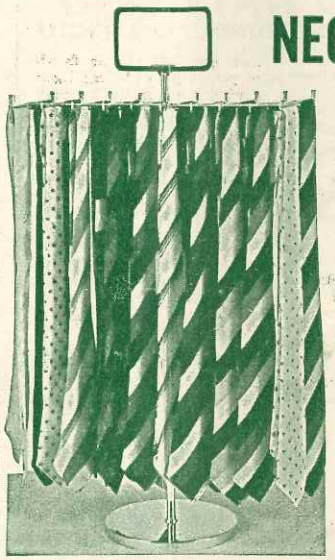
NECKWEAR DISPLAYS

TO INCREASE YOUR PROFITS



No. MS-418

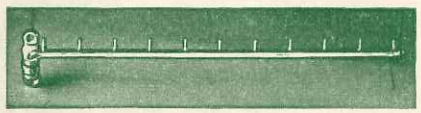
Self-Aligning Top Revolving—New Angle Bars Face Ties Toward Customer—More Easily Accessible

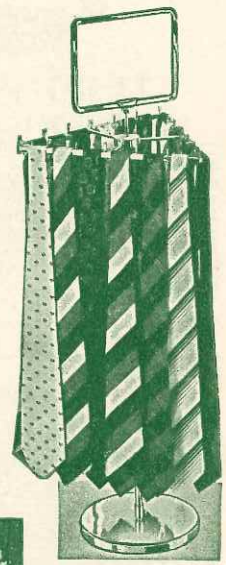
New Eye-Catching Arrangement

No. MS-418—Sell 'em more ties with this new, practically-designed, revolving displayer. Ties are trimmed at slight angle allowing greater visibility and easier inspection. Height to hanging rail 25½", double bar hanging rail for displaying 20 ties, revolving and immediately self-adjusting to correct display position. 7x5½" Monitor card holder, heavy cast base with rubber bumpers. Polished Chrome Finish. Each **$7.00**

Practical Triangle Display

No. MS-422 — Attractive triangle-shape revolving tie top, 18 tie spaces, always in selling position. 25" overall height, 5½x3½" Monitor card holder at top. Base equipped with rubber bumpers. Polished Chrome Finish. Each **$7.00**





No. MS-422

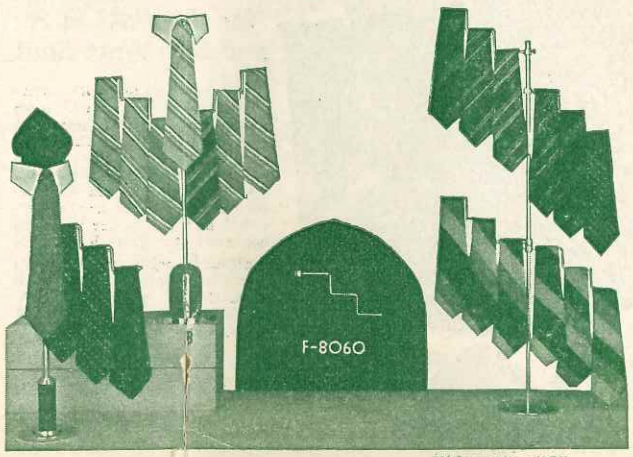


Illustration "C"

Swinging Wall Type

Swinging 10-space tie arm for wall case or pilaster.

No. MS-511-S—Silvertone Finish. Each **$0.75**

No. MS-511-C—Chrome Finish. Each **$1.25**

NEW NECKWEAR ATTACHMENT

No. CF-8060—Neckwear Attachment. Consists of collar drilled out for either ¼" or ⅜" rod. Attachment is 9" wide by 4¼" high. Note its use with ties either stepping up or down, permitting the showing of a full range clearly in a limited space. Each **$0.75**

Please specify diameter of rod when ordering.

No. CF-8115—Complete Unit (Illustration "C" to the left). Height 30", base 6". Complete with 4 attachments. Each **$4.95**